

# Ross Reports ON TELEVISION

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**THE TELEVISION INDEX**

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**PRODUCTION • PROGRAMMING • TALENT**

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday (Nov 1)

ABC- 9-9:30pm EST; SPECIAL; This Is West Point, ON FILM; from WABC-TV(NY), to the net. Sustaining. Pkgr & Film Prod- U. S. Army Signal Corps, filmed at the Astoria, L. I., Pictorial Center and on location; no individual production credits. The film deals with all phases of life at the U. S. Military Academy, including sports and other activities of the Cadet Corps. The program replaces College Press Conference in this time spot, one time only.

#### Tuesday (Nov 2)

DuM- 8-8:30pm EST; RETURN; Life Is Worth Living; from WABD(NY), 78 stations live, 53 kine. Sponsor- Admiral Corp (Institutional, All Products) thru Erwin, Wasey & Co., Inc(NY); Acct Exec & Agcy Superv & Comm Superv- Michael Levin; Prog Anncr- Bill Gibberson. Prod- DuMont network(NY); Dir- Frank Bunetta. The Most Reverend Fulton J. Sheen, Auxiliary Bishop of New York, presents his non-sectarian, inspirational and philosophical talks on varied subjects. Bishop Sheen's program debuted over a three-station net on Feb 12, 1952. The new series will be presented with a new study set, a modern version of Gothic style, designed by DuMont's Rudy Lucek. Two commercial announcements, presented live, open and close the program; the opener is an institutional type, the close is a commercial.

ABC, CBS, NBC- 9pm EST to conclusion; SPECIAL; Election Results; from various cities to the nets. ABC- 11pm EST until results are conclusive. Sponsor- Chevrolet Motor Div, GMC, thru Campbell-Ewald Co(Detroit). Net executives in charge for ABC- Thomas Velotta & John Daly; with combined news bureaus and staffs; Chief Annrcs- John Daly & Elmer Davis (if latter's health permits). CBS- 9pm EST until results are conclusive. Co-Sponsors- Roto-Broil Corp of America thru Product Services, Inc(NY) & National Carbon Co (Prestone) thru William Esty, Inc(NY). Net executives in charge for CBS- Sig Mickelson, Edward P. Morgan, Elmer P. Lower, Irving Gitlin; with combined news bureaus and staffs; Chief Anncr- Walter Cronkite. NBC- 9:30pm EST until results are conclusive. Half-Sponsor- Roto-Broil Corp of America thru Product Services, Inc(NY); half sustaining. Net executives in charge for NBC- William R. McAndrew; with combined news bureaus and staffs; Chief Anncr- Dave Garroway. All networks will have regional reports and pickups, utilizing bureau chiefs and announcers in various cities for on-the-air reports and analyses. The DuMont network will not provide net service on the election results.





THE WORLD OF MR. SWEENEY NBC 4:30 (Charlie Ruggles, Glenn Walken, Helen Wagner)	regulars &: M - Nell Harrison, Harrison Dowd; Tu - James Millhollin; W - Lynne Rogers, Jeff Harris; F - Jean Cleveland, Janet Fox, Betty Garde; (SW & SD)
MODERN ROMANCES NBC 4:45 (Martha Scott)	M thru F - <u>Mountain Love</u> - (O) by Earl Hamner; with Vaughn Taylor, John Cassavetes, Phyllis Love, Peg Hillias; (SD)
MAGIC COTTAGE WABD 6pm	M thru F - John Kane, Charles Pursell; (SW & SD)
NEWS OF THE NIGHT WCBS 11:15	M thru Sat - Ron Cochran replaces Robert Trout (M thru F) & Bob Hite (Sat)
TONIGHT NBC 11:30 (Steve Allen)	M - Ella Raines; W - Jim Moran (press agent), Rosemarie & Lenny Kent (S&C); Thu - Frank Fontaine (C), the Barry Sisters (S) F - Irwin Corey (C), Joe Bushkin (M)

SATURDAY NOVEMBER 6  
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|                                                       |               |                                                                                                                                                                              |
|-------------------------------------------------------|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Captain Midnight</u><br>(Richard Webb)             | CBS 11am      | <u>Secret of the Jungle</u> - (O) by Wells Root; with regulars & Renee Beard, John Banner; (SD)                                                                              |
| <u>The Range Rider</u><br>(Jack Mahoney & Dick Jones) | WRCA-TV 6:30  | <u>The Bandit Stallion</u> - (O) by Betty Burbridge; with regulars & P. G. Norman, Pierre Watkin, Marshall Reed, William Haade, Red Morgan, Mollie Bee, Gloria Winters; (SD) |
| MY FAVORITE HUSBAND<br>(Caulfield & Nelson)           | CBS 9:30      | (SW) by Sol Saks, Bill Manhoff, Shirley Gordon; with regulars & Myra Cobb, Steve Dunne; (SD)                                                                                 |
| GEORGE GOBEL NBC 10pm                                 |               | Boris Karloff (FROM HOLLYWOOD)                                                                                                                                               |
| <u>Willy</u><br>(June Havoc)                          | CBS 10:30     | <u>Willy Waves the Flag</u> - with regulars & Joseph Kearns, Charles Williams, Ralph Peters; (SW & SD)                                                                       |
| <u>The Lone Wolf</u><br>(Louis Hayward)               | WRCA-TV 11:15 | <u>Memo: The Blue Lantern Story</u> - (O) by Mindret Lord; with Henry Slate, Vici Raaf, Lewis Martin, Eileen Howe, Jean Byron, Frank Kreig, Maureen Stevenson; (SD)          |

SUNDAY NOVEMBER 7  
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LOOK UP AND LIVE OMNIBUS (Alistair Cooke)	CBS 10am CBS 5pm	regulars: Betty Cox(S), the Townsman Quartet; & Alec Templeton(M) <u>Wrestling - Honest &amp; Otherwise</u> - demonstrated by Bert Shurtleff, Blair & Oberle; Pearl Buck reviews <u>My Several Worlds</u> ; <u>Brewsie &amp; Willie</u> - (O) by Gertrude Stein, (A) by Ellen Violett & Elizabeth Blake; with David Hooks, Jerry Ansbacher, Wright King, Bert Remsen, Peg Murray, Von Stewart, Will Hare, Solange Podell, Andre Charise; Staged by John Stix
<u>Roy Rogers</u> (& Dale Evans)	NBC 6:30	<u>Boy's Day in Paradise Valley</u> - (O) by M. M. Raison; with regulars & Don Harvey, John Cason, John Merton, Sarah Padden, Dick Chakleton, George Pembroke, Harry Harvey; (SD)
<u>Private Secretary</u>	CBS 7:30	<u>Humpty Dumpty</u> - (O) by Richard Morris; with regulars & Jesse White, Danny Richards, Jr.; (SD)
MAX LIEBMAN SPECTACULAR	NBC 7:30	<u>Fanfare</u> - with Jacques Tati (panto), Steve Allen (C), Dick Shawn (C), Frank Sinatra (S), Judy Holliday
OPERA CAMEOS (Giovanni Martinelli)	DuM 7:30	Excerpts from <u>The Barber of Seville</u> - opera by Rossini; with Frank Guarrera, Charles Anthony, Phyllis Arick; (SD)
<u>Pepsi-Cola Playhouse</u> (Polly Bergen)	ABC 7:30	<u>Death Rides a Wildcat</u> - (O) by Lee E. Wells; with Bill Phipps, Dorothy Green, Alan Dexter, Frank Gerstle, Whit Bissell; Dir by Paul Landres
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Kitty Kallen (S), Richard Hearne (Mr. Pastry), the Mills Brothers (S); Scenes from <u>Fragile Fox</u> - (O) by Norman Brooks; with Dane Clark, Don Taylor; <u>Reclining Figure</u> - (O) by Harry Kurnitz, with Martin Gabel, Berry Kroeger; <u>On Your Toes</u> - by Rodgers & Hart, George Abbott, with Elaine Stritch
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	<u>Flight Report</u> - (O) by J. P. Miller; with Walter Matthau, E. G. Marshall, William Gideon, Richard Carlisle, Addison Powell, Charles Aidman; (SD) by Jeffrey Hayden
<u>Father Knows Best</u> (Young)	CBS 10pm	(O) by Phil Davis; with regulars & Burt Mustin, Donald Curtis
<u>The Loretta Young Show</u>	NBC 10pm	<u>No Help Wanted</u> - (O) by Norma Mansfield, (A) by William Bruckner; with Jack Mahoney, John Bryant, James Flavin, Harry Harvey, Robert Foulk; (SD) by Jus Addiss
<u>The Hunter</u> (K. Larsen)	NBC 10:30	<u>Swordplay</u> - (O) by George & Gertrude Fass; with Jamie Smith, Beverly Dennis, Tommy Tompkins, Paul Andor, Rod Colbin, Ralph Browne





Sunday(Nov 7)

CBS- 9-9:30pm EST; RETURN & SPECIALS; G. E. Theatre Presents Fred Waring; from WCBS-TV(NY), first show; then Dec 19, Feb 27, April 10, from WCBS-TV(NY) & KNXT(LA); 87 stations live, 30 kine. Sponsor- General Electric Co thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec & Agcy Superv- W. Barry McCarthy; Comm Superv & Dir- Al Cantwell; Comm Anncr- Don Herbert. Pkgr- BBD&O with Waring Enterprises, Inc; Prod- Ernest Walling; Prog Superv- Ronald Reagan; Dir- Kevin Johnson. Special musical presentations in the General Electric Theatre series as originally scheduled in the 52-week series of programs. (See page 159).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Compass (Sat, 7:30-8pm EST) Series of travel films from various sources, began Oct 23, in time spot formerly occupied by Dotty Mack Show, which moved to 8-9pm.

CBS- Look Up and Live (Sun, 10:30-11pm) Returns to musical variety format, effective Nov 7; the series will represent the Protestant faith for 13 weeks; with the Rev. Charles "Chuck" Templeton as host, pianist-composer Alec Templeton, the Townsman quartet, and vocalist Betty Cox three weeks of each four with Denise Lor appearing each fourth week. Guest stars will also be presented weekly.

DuM- The Story of Colonel Drake, ON FILM; SPECIAL Oct 26; Tue, 8-8:30pm EST; from WABD(NY), to the net. Sustaining. Pkgr- American Petroleum Institute; Prod Supervision- Film Counselors, Inc(NY); Film Prod- Roland Reed Productions(H'wood). Vincent Price stars in the dramatization of the beginnings of the U. S. oil industry in 1859. The film is currently being shown in theatres and has had local TV station showings in N. Y., the midwest and southwest. One time showing.

One Minute, Please (Fri, 9:30-10pm) New day and time, effective Nov 5. Not on the air, Tuesday, Nov 2, in the time spot it previously occupied. (See page 188).

They Stand Accused (Thu, 8-9pm EST) Lester Urbach now producer, replacing Jay Faraghan. Also drop Richard von Albrecht as associate producer.

NEW NETWORK SPONSORSHIPS

GEMEX CO (Gemex Watchbands) thru Batten, Barton, Durstine & Osborn, Inc(NY) will sponsor a 10-minute segment of The Stork Club (Sat, 10-10:30pm EST) over ABC-TV, effective Nov 13. The remainder of the program continues on a sustaining basis.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Dione Lucas, ON KINE; RETURN Nov 3; Wed, 2-2:30pm EST. Sponsor- New York Caloric Stove Corp thru L. W. Hartman Co., Inc(NY). Repeat kines of the cooking show on other stations, starring the cooking expert.

WCBS-TV(Ch 2) - News of the Night; CHANGE Nov 1; Mon, Wed, Fri, 11:15-11:25pm; Tue, New York Thu, Sat, 11-11:10pm. Ron Cochran of the CBS Washington staff takes over in New York for Robert Trout, Mon thru Fri, and Bob Hite on Saturday, for the regular nightly news roundup. Both continue on other assignments.

WABD(Ch 5) - Sunday Supplement, ON FILM, in color; DEBUT Oct 31; Sun, 6-7pm EST. New York Sustaining. Telecasts of films in compatible color, usually three films weekly presented as "pages" in the "supplement." Premiere telecast includes "The Story of Colonel Drake" (see net change listing above for production info), "What Makes Us Tick," the story of the operations of the New York Stock Exchange, animated cartoon film made by John Sutherland Productions, and "The World In A Day," various travel films.

WHITE WINGED

PLATE 10. (CLARKE)

OF THE NORTH; 1911

PLATE 11. (CLARKE)

OF THE NORTH; 1911

PLATE 12. (CLARKE)

OF THE NORTH; 1911

PLATE 13. (CLARKE)

OF THE NORTH; 1911

PLATE 14. (CLARKE)

OF THE NORTH; 1911

PLATE 15. (CLARKE)

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PLATE 16. (CLARKE)

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PLATE 17. (CLARKE)

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PLATE 18. (CLARKE)

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PLATE 19. (CLARKE)

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PLATE 21. (CLARKE)

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PLATE 22. (CLARKE)

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PLATE 26. (CLARKE)

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PLATE 27. (CLARKE)

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PLATE 28. (CLARKE)

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PLATE 29. (CLARKE)

OF THE NORTH; 1911

PLATE 30. (CLARKE)

OF THE NORTH; 1911

PLATE 31. (CLARKE)

OF THE NORTH; 1911

PLATE 32. (CLARKE)

OF THE NORTH; 1911

PLATE 33. (CLARKE)

OF THE NORTH; 1911

PLATE 34. (CLARKE)

OF THE NORTH; 1911

PLATE 35. (CLARKE)

OF THE NORTH; 1911

PLATE 36. (CLARKE)

OF THE NORTH; 1911



## LOCAL STATION ACTIVITY(Cont'd)

WABD(Ch 5) - The Ilona Massey Show; DEBUT Nov 1; Mon, 8-8:30pm EST. Sponsor-  
New York Eastern Wine Corp (Chateau Martin Wines) thru Ben B. Bliss Co., Inc  
(NY). Pkgr & Prod & Writer- George Paley; Exec Prod- Ben B. Bliss;  
Dir- Pat Fay. Ilona Massey presents romantic music and distinctive foreign songs,  
backed by Irving Fields and his Trio; with guest interviews. The program will also  
present, from time to time, clips of current movies with celebrity interviews tied in.

WRCA-TV(Ch 4) - The Sky's The Limit; DEBUT Nov 1; Mon thru Fri, 6:30-6:45pm EST.  
New York Sustaining. Pkgr- WRCA-TV; Prod- Bob Stewart; Dirs- Larry Roemer &  
Hugh McPhillips; Music- Nicky Tagg(organ) & Billy Bower(guitar).  
Gene Rayburn and Marilyn Cantor are co-hosts for this family quiz show which features  
parent-and-child teams competing each night in fanciful time limit contests, with the  
winner returning each night to face a new family. A team lasting five nights wins a  
round trip to Paris. Faye and Skitch were previously seen in this spot; last show  
Oct 22.

WPIX(Ch 11) - Hy Gardner Calling; DEBUT Nov 7; Sun, 6:30-6:45pm EST. Sustaining.  
New York Dir- Ted Estabrook(WPIX). Broadway columnist Hy Gardner interviews  
famous people via telephone calls and a split-screen technique,  
using a regular feature of his column, checking tips he has received.

WBBM-TV(Ch 2) - Night Out; DEBUT Oct 26; Tue, 11pm-12midnight CST. Sponsor- Mont-  
Chicago claire Pontiac (11-11:30pm); 11:30-12m, sustaining. Pkgr- WBBM-TV.  
Ray Rayner is m.c. for a ballroom dance competition for married  
couples. Contestants are selected from letters to the station; only married couples  
are eligible. Program originates at the Garrick Theatre. Winning couple receives  
cash prizes. A professional dance instructor is also featured, giving lessons.

## PRODUCTION AND PROGRAMMING NEWS

**FILM DIGEST:** The Guild Films-Vitapix Corp  
agreement bringing together a  
station organization and a film  
producer, both with good financial backing, shook  
the industry a bit, but most onlookers have a wait  
and see attitude. While some heralded the new set-  
up as a possible future threat to networks, other  
viewers in the industry appear to feel that this is  
a third try by Vitapix to get something going in  
the program service field, while Guild has to de-  
monstrate that it can produce heavy duty film ser-  
ies that can compete on an equal basis with prime  
network series and other syndicated packages. All  
of Guild's major success has been with musicals and  
the Joe Palooka telefilms.

The new Superman series, still with George Reeves  
in the title role, is expected to start shooting  
about Nov 15. Reeves settled his difficulties with  
the producer.....Although Bernard Gerard has  
left the Medic company, he is reported to retain an  
interest in the first 13 films which he directed..  
.....Goodson-Todman's The Web, formerly a live net  
series, may go before the cameras for syndication  
in January. G-T's Eugene Burr is currently reading  
scripts for the series.....CBS' You Are There  
is currently shooting two film programs weekly at  
Bedford Park Studios in New York, with the first  
filmed program scheduled for Jan 2 net presentation.  
Sidney Lumet is directing the films..... Racket  
Squad has gone Spanish with a sound track dubbed an  
edited in Spain for ABC Film Syndication.

**NEWS & COMMENT:** New York City viewers had a  
strange experience Oct 29  
when a speech by Gov Thomas  
E. Dewey pre-empted the net program Big Story  
over the local outlet, WRCA-TV. Newspaper ads  
during the day had called attention to "New York  
State's BIG STORY tonight at 9 on Channel 4."..  
.....Bob Clampett, the Time for Beany creator,  
has a new half-hour puppet and people show for  
adult viewers coming up on KTTV(LA) this month.  
.....Now WKRC-TV(Cinn) has followed the lead of  
the WLW stations there in announcing the termin-  
ations of talent contracts; the Tri-State net  
outlet signaled that Wendy Barrie had been paid  
off on the unexpired portion of her contract,  
due to end in December. Cincinnati doesn't be-  
lieve in face-saving for anyone.....ABC's  
long-term agreement with the Theatre Guild under  
which the latter will act as consultant with the  
net in the development of talent and programs  
may presage a new emphasis, for ABC at least, on  
programs produced and controlled in the East.

Eastern newspapers are getting peeved at poli-  
ticos who are reserving their prime material for  
TV appearances; some of them even refuse to talk  
to reporters before appearances lest they tip  
their material. The current TV campaign is re-  
garded as the test battleground for the next  
presidential convention and election tussle.

**PERSONNEL CHANGES:** Kenneth Craig named nation-  
al and regional TV net program coordinator for  
ABC's Western Division, succeeding Donn B. Tatum.





TALENT SHOWSHEET NOVEMBER 1-7, 1954

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Most of the shows on Oct. 29, 30, 31 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, November 5. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY OCTOBER 29

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RED BUTTONS	CBS 8pm	Gloria DeHaven (S); Helene Ellis, Sylvia Shay, Shirley Eckl, Betty Low, Louise Golden, Kate Friedlich (all D); Lew Parker, Tom Mahoney, Werner Klemperer, Eddie Hanley, Allan Walker, Cliff Hall, Jack Zero; (SW & SD)
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<u>Secret Files, U.S.A.</u> (Robert Alda)	WABD 8pm	<u>Mission Traitor</u> - with Johan Boskamp, Jana Beranova, Hans Tremeyer
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CHANCE OF A LIFETIME	DuM 10pm	Rico Turchetti (M) & others to be announced
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<u>The Lineup</u> (W. Anderson)	CBS 10pm	regulars & Jeanette Nolan; (SW & SD)
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SATURDAY OCTOBER 30

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|-----------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------|
| CAMERA THREE<br>(James Macandrew) | WCBS 3pm | <u>Moby Dick - Part 3</u> - with Earle Hyman, Winfield Hoeny, Gerald Sarracini, Cameron Andrews, Michael Kane; (SW & SD) |
|-----------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------|

|                                              |          |                                                                                                                                              |
|----------------------------------------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------|
| ETHEL AND ALBERT<br>(Peg Lynch & Alan Bunce) | NBC 7:30 | regulars & Raymond Bramley, Maurice Wells, Truman Smith, Fred Stewart, Dortha Duckworth, Walter Brooke, Ann Loring, Edith Gresham; (SW & SD) |
|----------------------------------------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------|

|              |         |                                                                                                                                                                                                                                                                                      |
|--------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| IMOGENE COCA | NBC 9pm | Jonathan Winters, Mickey Freeman, Jane Dulo, Charlene Harris, Ty Perry; new production credits, this show only: (O) by Lucille Kallen, Mel Brooks, Ernest Kinoy, Max Wilk, Alan Mannings, Bob Van Scoyk; Prod by Ernest Glucksman; TV Dir - Alan Neuman; Sketch staged by Mel Brooks |
|--------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                        |          |                                  |
|------------------------|----------|----------------------------------|
| <u>Donald O'Connor</u> | NBC 9:30 | Fritz Feld & regulars; (SW & SD) |
|------------------------|----------|----------------------------------|

|              |          |                                                                |
|--------------|----------|----------------------------------------------------------------|
| GEORGE GOBEL | NBC 10pm | Marilyn Maxwell (S), El Brendel (C), Pat Carroll (C) (FROM HD) |
|--------------|----------|----------------------------------------------------------------|

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| <del>SMOKE</del> CLUB<br>(Sherman Billingsley) | ABC 10pm | Not available at press time |
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SUNDAY OCTOBER 31

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<u>LAMP UNTO MY FEET</u> (Bill Leonard)	CBS 10am	<u>The Bridge of Years</u> - (O) by Frank Ford; with Henry Hull, Jo Van Fleet, Harry Townes, Michael Mann, Christopher Barbary(SD)
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AMERICAN INVENTORY	NBC 12:30	<u>A Matter of Time</u> - (O) by Gene Hurley; with Staats Cotsworth, Bob Ellenstein, Ellen Demming, Ed Jerome, Matt Crowley; Dir by Ed Kind
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FRONTIERS OF FAITH	NBC 1:30	same cast & credits listed on 10/10; add: Bob Hastings; (SD)
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NBC-TV OPERA THEATRE (COLOR)	NBC 3pm	<u>The Abduction from the Seraglio</u> - opera by Mozart, translation by NBC-TV Opera Dept.; with Nadja Witkowska, Virginia Haskins, David Cunningham, David Lloyd, Leon Lishner, Margaret Tynes, Lucretia West, John Fleming, John N. Johnson, Charles Benjamin, Dotts Johnson, Clark Morgan, James E. Wall, John Philip Cobb, William Monroe, Norman Rose; (SD); Sets & Costumes by Rouben Ter-Arutunian
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HALLMARK HALL OF FAME	NBC 5pm	<u>The Path of Peace</u> - (O) by Eileen & Robert Mason Pollock; with Herbert Rudley, Virginia Arness, Richard Hale, Lyle Talbot, Earl Lee, Byron Foulger; (SD, FROM HOLLYWOOD)
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OMNIBUS (Alistair Cooke)	CBS 5pm	<u>Young Man in Politics</u> - (O) by Joel Sayre; with Eva Marie Saint, E. G. Marshall, Richard Kiley, William A. Forester, Jack Albertson, Brett Somers, Phil Kramer, Will West, Bob Armstrong, Byron Russell, Albert Paulsen, Arch Johnson, Carol Veazie; Dir by Jeffrey Hayden; Neil Schaffner & Toby Players in film, narrated by Russell Lynes, Dir by Ricky Leacock; Whitney Museum
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YOU ARE THERE (Walter Cronkite)	CBS 6:30	<u>The Nomination of Abraham Lincoln</u> - (O) by Jeremy Daniel; with Andrew Duggan, Ruth White, Noel Leslie, Bob Emhardt, Frank Overton, Stuart Germain, Werner Klemperer, Grant Gordon, Royal Dano, Frank Behrens, Fred Scollay, Irene Hubbard; (SD)
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1. The above information was obtained from a review of the files of the Department of the Interior, Bureau of Land Management, and the Bureau of Reclamation, and is being furnished to you for your information.

THE UNIVERSITY OF CHICAGO  
CHICAGO, ILLINOIS

1. The first of these is the fact that the  
2. second of these is the fact that the  
3. third of these is the fact that the  
4. fourth of these is the fact that the  
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[illegible]

1. *Pharmaceuticals*. The pharmaceutical industry is a major contributor to the U.S. economy, with sales of over \$100 billion in 1997. The industry is highly concentrated, with the top 10 firms accounting for over 50% of total sales. The industry is also highly innovative, with a large number of new drugs being developed each year.

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1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

1. The first step is to identify the problem. This involves understanding the current situation and what needs to be changed.

1990

*Journal of Management Education* 30(6)

*[Faint handwritten notes or bleed-through from the reverse side of the page.]*



<u>Lassie</u> (Tommy Rettig)	CBS 7pm	(O) by Claire Kennedy; with regulars; (SD)
JACK BENNY	CBS 7:30	Mary Livingstone, Sheldon Leonard, Bea Benadaret, Benny Rubin, Joe Kearns, Barbara Pepper, Eddie "Rochester" Anderson, Don Wilson, Sportsmen Quartet; kill: Alan Ladd, Dennis Day
MR. PEZPERS (Wally Cox)	NBC 7:30	regulars & Guy Raymond; (SW & SD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Nat "King" Cole (S), Andre Segovia (M), Douglas Fairbanks, Jr Salute to Grantland Rice with Johnny Weissmuller, Earl Sande Jack Dempsey, Gene Tunney, Vincent Richards, Earl "Red" Blaik (all sports); add: Dorothy Dandridge & film clips from <u>Carmen Jones</u> ; Art Carney, Bert Lahr (both C), Genevieve (S)
COLGATE COMEDY HOUR	NBC 8pm	Terry Moore, Paul Winchell (ventriloquist), Connie Boswell (S), Don Cornell (S), the Harmonica Rascals, the Szonys (D); (O) by Glen Wheaton; Prod & (SD) by Jim Jordan, Jr. (FROM H'D)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	<u>Design for Murder</u> - (O) by Gene Watts; with regulars & Ed Peck, Walter Burke, Margaret Stewart, Shirley O'Hara, James Reese; (SD)
HONESTLY, CELESTE! (Celeste Holm)	CBS 9:30	regulars & Sid Raymond, Walter Burke, Herbie Faye, Frank Campanella, Ralph Stantley, George Ives, Mort Marshall; (SW, D)
LIFE BEGINS AT 80	DuM 9:30	Benny Fields (S) & regulars

MONDAY NOVEMBER 1  
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|                                                                   |                     |                                                                                                                                                                                                                                                                                                        |
|-------------------------------------------------------------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Superman</u><br>(George Reeves)                                | WRCA-TV 6pm         | <u>My Friend Superman</u> - no cast credits available at press time                                                                                                                                                                                                                                    |
| <u>Sherlock Holmes</u><br>(Ronald Howard<br>& H. Marion Crawford) | WRCA-TV 7pm         | <u>The Case of the Blind Man's Bluff</u> - (O) by Lou Morheim; with regulars & Archie Duncan, Eugene Deckers, Gregor Aslan, Colin Drake, Margaret Russell, Richard Larke, Katy Vail, Yves Brainville; (SD)                                                                                             |
| ILONA MASSEY<br>CAESAR'S HOUR<br>(Reiner & Morris)                | WABD 8pm<br>NBC 8pm | Phil Foster (PREMIERE)<br>regulars & David & Greg Lober (D), Bennie Goodman Sextet (M), Alan Manson, Paul Reed, Ralph Tomlinson, Boris Aplon; (SW, D)                                                                                                                                                  |
| ARTHUR GODFREY'S<br>TALENT SCOUTS                                 | CBS 8:30            | Rover Boys (Henry D. Wells, Ross Bush, Lawrence Amato, Allen Ostrovsky, all S); Robert Rue (S), Patricia Kirby (S)                                                                                                                                                                                     |
| VOICE OF FIRESTONE                                                | ABC 8:30            | Ferruccio Tagliavini (S)                                                                                                                                                                                                                                                                               |
| <u>Medic</u> (Richard Boone)                                      | NBC 9pm             | <u>Day 10</u> - no cast list available; (SW & SD)                                                                                                                                                                                                                                                      |
| <u>December Bride</u><br>(Spring Byington)                        | CBS 9:30            | <u>The Veterinarian</u> - (SW) by Parke Levy, Al Schwartz, Bill Freedman; with regulars & Raymond Greenleaf, Roy Rowan, Ralph Dumke, Ralph Montgomery; (SD)                                                                                                                                            |
| ROBERT MONTGOMERY<br>PRESENTS                                     | NBC 9:30            | <u>The Gentleman</u> - (O) by Theodore & Mathilde Ferro; with Donald Woods, Joan Wetmore, Lauren Gilbert, Ford Rainey, Pat O'Malley, George Chandler; (SD)                                                                                                                                             |
| STUDIO ONE                                                        | CBS 10pm            | <u>The Man Who Owned the Town</u> - (O) by David P. Harmon; with Robert Barrat, Leslie Nielsen, Paul Stevens, John Kellogg, Florenz Ames, Victor Thorley, Arthur O'Connell, Chris Gampel, Richard Wendley, John Boruff, Conrad Bain, Naomi Riordan, Carol Ohmart, Marjorie Eaton; (SD) by Paul Nickell |

TUESDAY NOVEMBER 2  
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<u>Ella Raines</u>	WRCA-TV 7pm	<u>Applegate Case</u> - with Cathleen Nesbitt, Cameron Prud'homme, David Stewart, Christiane Felsmann, John McGovern; (SD)
<u>Waterfront</u> (Preston Foster)	WABD 7:30	<u>Tuna Clipper</u> - (O) by Frederic M. Frank; with Douglas Dick, Argentina Brunetti, Paul Picherni, Ann Kimball, Dick Simmons, Steve Pendleton; (SD)
<u>Cavalcade of America</u>	ABC 7:30	<u>Moonlight Witness</u> - (O) by Maurice Garaghty; with Bruce Bennett, Rhys Williams, Claire DuBrey, Walter Reed, Michael Hall
RED SKELTON	CBS 8pm	Xavier Cugat (M), Abbe Lane (S) (FROM HOLLYWOOD)





TUESDAY NOVEMBER 2 (Cont'd)

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|                                                     |            |                                                                                                                                                                                                                                           |
|-----------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BUICK-BERLE<br>(Walker, Stang)                      | NBC 8pm    | Martha Raye (C), Fred Clark, Charlie Applewhite (S) & regulars                                                                                                                                                                            |
| <u>The Halls of Ivy</u><br>(Ronald & Benita Colman) | CBS 8:30   | regulars & Howard Freeman, Connie Marshall, Joseph Sawyer; (SW & SD)                                                                                                                                                                      |
| <u>Studio 57</u>                                    | DuM 8:30   | <u>Never Five-Thirty</u> - (O) by James Gunn; with Larry Dobkin, Joanne Davis, Ross Ford                                                                                                                                                  |
| <u>Danny Thomas</u><br>(Jean Hagen)                 | ABC 9pm    | <u>First Hollywood Show</u> - (O) by Robert O'Brien & Irving Elinson; with regulars & James Gleason, Hank Mann, Chester Conklin, Alan Reed, Ben Lessy, Charles Halton, Dick Ryan, Arthur Loggins; (SD)                                    |
| <u>Inner Sanctum</u>                                | WOR-TV 9pm | <u>Queen of Spades</u> - (O) by Louis Vittes; with Harry Townes, Edward Binns, Lisa Howard, Martin Balsam; (SD)                                                                                                                           |
| <u>Fireside Theater</u><br>(Gene Raymond)           | NBC 9pm    | <u>Thank You Dr. Russell</u> - (O) by B. J. Chute, (A) by Herbert Little, Jr. & David Victor; with Rhys Williams, Tom Cook, Barbara Brown, John Eldridge, Charles Meredith, Hal Taggart, Nolan Leary, Richard Simmons, James Dobson; (SD) |

ARMSTRONG'S CIRCLE THEATRE, DANGER, LIFE WITH FATHER, It's a Great Life - all pre-empted, election

|                |          |                                                                                                                                                                                                                                       |
|----------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE ELGIN HOUR | ABC 9:30 | <u>High Man</u> - (O) by David Davidson; with Ralph Bellamy, Neva Patterson, Jeffrey Lynn, Billy Redfield, Joanne Woodward, Edgar Stehli, John Beal, King Calder, Pat Harrington, Anne Seymour, Charles Jordan, John D. Seymour; (SD) |
|----------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

WEDNESDAY NOVEMBER 3

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<u>Wild Bill Hickok</u> (Guy Madison & Andy Devine)	WRCA-TV 6pm	<u>Bravery of Lash Corby</u> - with regulars & Tom Neal, Bill Ruhl, George Lewis, Shannon O'Neill, Jim Parnell, Roland Varno, Perry Ivans; (SW & SD)
<u>Disneyland</u>	ABC 7:30	<u>Alice in Wonderland</u> - film cartoon
<u>I Married Joan</u> (Joan Davis)	NBC 8pm	regulars & Myra Marsh, Adele Jergens; (SW) by Jesse Goldstein Phil Sharp, Hugh Wedlock, Howard Snyder; (SD) by Ezra Stone
<u>New Stu Erwin Show</u> (June Collyer)	ABC 8:30	(O) by Edward E. Seabrook, Homer McCoy; with regulars & Bobby Hyatt, Joseph Crehan, Willie Best, Sheila James; (SD)
KRAFT TELEVISION THEATRE	NBC 9pm	<u>Full of the Old Harry</u> - (O) by Will Lorin; with Douglass Montgomery, Leora Dana, Edith King, Louis Hector, Fritz Weaver, Howard Lanser; (SD)
CHICAGO SYMPHONY	DuM 9pm	Fritz Reiner, conductor (FROM CHICAGO)
<u>Adolphe Menjou's</u> <u>Favorite Story</u>	WOR-TV 9:30	<u>Heroism</u> - (O) by Auguste Villiers de l'Isle Adam, (A)-(SW); with Tristram Coffin, Carlton Young, Tom Irish, Sid Melton, William Tanner, Kid Guard; (SD)
<u>Douglas Fairbanks</u>	WRCA-TV 10:30	<u>Rehearsal</u> - with Maureen Swanson, Marius Goring
<u>Big Town</u> (Mark Stevens & Trudy Wrcs)	NBC 10:30	Barry Kelley, Ann Barton, John Doucette, Helene Stanley, Louis Charles, Tudor Owen, Tom Powers; (SW & SD) (NET ONLY THIS TIME, SEEN WRCA-TV Mon 10:30-11pm)

THURSDAY NOVEMBER 4

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|                                                  |             |                                                                                                                                                                     |
|--------------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Foreign Intrigue</u><br>(Gerald Mohr)         | WRCA-TV 7pm | <u>F. I. and the Trumpet Player</u> - (O) by Harold Jack Bloom; with Inge Landgre; (SD)                                                                             |
| THE MAIL STORY                                   | ABC 8pm     | <u>Stage Coach Robbery</u> - (O) by Max Ehrlich; with Earl Hammond, Rusty Lane, Sally Chamberlin, Will Scholz, Sid Raymond, George Chandler, Gordon B. Clarke; (SD) |
| Ray Milland<br>(Phyllis Avery)                   | CBS 8pm     | (SW) by Rik Vollaerts; with regulars & Lloyd Corrigan, Biff Elliott, Nestor Paiva; (SD)                                                                             |
| <u>Treasury Men in Action</u><br>(Walter Greaza) | ABC 8:30    | <u>The Case of the Man Outside</u> - (O) by Robert Sloane; with Eduard Franz, Harry Landers, Robert Lynn, Bob Bice; Dir by Will Jason                               |
| JUSTICE<br>(Gary Merrill)                        | NBC 8:30    | <u>Run for Your Life</u> - (O) by Irving Gaynor Neiman; with Joey Walsh, Joe De Santis, Leona Powers, Stephen Chase, Margaret Hill; (SD)                            |





[illegible]

LUX VIDEO THEATRE  
(James Mason) NBC 10pm

Hot Rod - (O) by Edward E. Seabrook & Homer McCoy; with Alan  
Dinehart III, Tom Brown, Hal March; (SD)

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Ray Bolger ABC 8:30  
(Marjie Millar)

Angel in Disguise - (SW) by Maurice Richlin, Fred Fox, Stanley Shapiro; with regulars & Marjorie Lord, Chick Chandler, Charles Halton: (SD)

THE STRANGER  
(Robert Carroll)

Hugh Park, Atlanta, Ga. Journal - (O) by Allan Sloane; with Lawrence Tierney, Royal Beal, Edward Andrews, Royal Dano, Dan Morgan, Steffani Elliot, Joanna Roos, Gwilym Williams; (SD)

The Bird Watcher - (O) by James Blumgarten; with Fred Stewart, Ethel Remy, Joe Downing, Eric Fleming; (SD)

No Rescue - (O) by James Norman, (A) by Arnold Belgard; with Francis Lederer, Rodolfo Hoyos, Jr., Harry Antrim, Eugene Iglesias, Thayer Roberts, Nancy Evans, Edward Colmans, Dorothy Green, Eugenia Paul, Edward Colebrook, Manuel Paris; (SD) by Jus Addiss

regulars & Jesslyn Fax, Sam Hern; (SW & SD)

Gabriel's Choice - Clifford Evans, Lee Patterson; Dir by David MacDonald

[illegible]

M - Isobel Robins (S); Tu - Irving Preisler (M); W - Lawrence Wahlstrom (inventor); F - Milbourne Christopher, John Sebastian (M), Ross & West (C)

add regular: Debbie Haley (S); M thru F

M thru F - Ceil Loman subs for vacationing Norma West for 4  
wks beginning 10/28





# Ross Reports ON TELEVISION

INCLUDING

NOVEMBER 8-14, 1954

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Tuesday(9)

NBC- 8-9pm EST; SPECIAL; Tootsie Rolls - The Steve Allen Hour; from WRCA-TV(NY), 80 stations live. Sponsor- The Sweets Co of America (Tootsie Rolls) thru Moselle & Eisen(NY); Acct Exec & Agcy Superv- Henry Eisen. Pkgr- Bristad Enterprises and NBC-TV(NY); Exec Prod- Mort Werner; Prod- Bill Harbach; Prod Superv- Ted Harbert; Dir- Dwight Hemion; Prod Asst- Dale Remington; Music Dir- Skitch Henderson; Tech Dir- Carl Cabasin; Writers- Stan Burns, Herb Sargent, Lois Balk, Carole Honig; Prog Anncr- Gene Rayburn; Remote Dir- Mike Zeamer. Steve Allen stars in a special, one-time presentation that will follow the format of his Tonight show, with added features. Paul Winchell and "Jerry Mahoney" will be featured, with regular members of the Tonight cast: singers Eydie Gorme, Steve Lawrence, Pat Marshall and Andy Williams (the latter two in a remote from a ship on the Hudson River). Program is a fill-in for a Bob Hope Show for General Foods, cancelled while the comedian is in Europe. (See page 178).

### OTHER NETWORK CHANGES & ADDITIONS

CBS- Face the Nation; DEBUT Nov 7; Sun, 2:30-3pm EST; from WTOP-TV(Wash), WCBS-TV(NY) and other CBS stations, to the net. Sustaining. Pkgr- CBS Public Affairs; Prod- Ted Ayers(CBS Washington); Prod Superv- Irving Gitlin, George Crothers(NY); Dirs- Bill Quinn(Wash), Ted Marvel(NY). A "cross-country" discussion program in which important guests face a panel of newsmen and leading public figures in various sections of the country via two-way live remote hook-ups. The program will use one important public figure each week to answer questions from different remote panelists each week. The premiere program originated in Washington, with remotes from New York and Indianapolis.

The Morning Show (Mon thru Fri, 7-9am EST) Format change effective Nov 8, with several new features and new performers to be added from time to time. Bil and Cora Baird and their puppets are off the program, last show Nov 5.

DuM- They Stand Accused (Thu, 8-9pm EST) Re-instate Richard Von Albrecht as associate producer. Sheldon Cooper has replaced Lee Tredanari as director (See page 192 for previous changes).

- Page 194 -

OTHER NET CHANGES(More)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

1. The first step in the process of the investigation is the identification of the problem. This is done by the investigator who is responsible for the study. The investigator must first identify the problem that is being studied. This is done by the investigator who is responsible for the study. The investigator must first identify the problem that is being studied.

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## OTHER NET CHANGES(Cont'd)

NBC- Three Steps to Heaven (Mon thru Fri, 10:45-11am EST) Richard Klemmer replaced Caroline Burke as producer, effective Nov 1.

Imogene Coca Show (Sat, 9-9:30pm EST) Complete production staff change: Don Appell is producer & director, effective Nov 13, with other staff credits to be announced. Ernest D. Glucksman was interim producer & director for the Oct 30 and Nov 6 programs, replacing Marc Daniels.

Hallmark Hall of Fame (Sun, 5-5:30pm EST) Peter Kortner (at Foote, Cone & Belding, Hollywood) named West Coast story editor, to work with Ethel Frank, Eastern story editor (at NBC, New York).

## NEW NETWORK SPONSORSHIPS

LO-CALORY FOOD CO (R. D. X.) thru Harry B. Cohen Adv. Co., Inc(NY) will become alternate week sponsor of Meet Millie (Tue, 9-9:30pm EST) over CBS-TV, effective Dec. 7. It replaces O'Cedar Corp whose alternate week sponsorship ends Nov 23. Carter Products continues as the alternate week sponsor.

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## LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Paper-Mate Party; TITLE & FORMAT CHANGE Nov 6; Sat, 11:30am-12noon. New York Sponsor- Paper-Mate Co., Inc (Ball Point Pens) thru Foote, Cone & Belding. Pkgr- Hal Tunis Associates, Inc(NY); Prod- Hal Tunis; Dir- Lee Davis(WABC-TV); Tech Dir- Ralph Ward. Program was formerly Guess What It Is (debuted as "Guess Who It Is"). Title changes with new sponsorship. Hal Tunis moderates a quiz for studio and home audiences, with a panel of high school seniors in the studio attempting to guess the identity of silhouettes of persons, objects and places shown on the screen, aided by clues from the moderator. Loretta Downs acts as score-keeper, with Paper Mate pens as prizes. (See page 181).

WABC-TV - Tinker's Workshop; DEBUT Nov 8; Mon thru Fri, 8-9am EST. Sustaining. Prod- Bob Keeshan; Dir- Bill Deal. Bob Keeshan has a dual role as mentor to children, giving the time, weather and interviewing guests on this pre-school time program for children; setting is a Tyrolean toy shop in which Keeshan (the original Clarabell on Howdy Doody) plays an old gentlemen who fixes toys. The Toy Guidance Council will supply all new toys for the program's use. Program replaces Good Morning, a disc jockey show.

WABD(Ch 5) - Through the Attic Door; DEBUT Nov 8; Mon thru Fri, 6:30-6:55pm EST. New York Sustaining. Prod & Dir- Pat Day(DuM). Actor and story-teller Hal Burdick tells stories to children, based on objects in his attic, integrated with films that will tell stories of other objects of interest to a child.

WCBS-TV(Ch 2) - America in the Making; DEBUT Nov 13; Sat, 1:30-2pm EST. Sustaining, New York public service. Pkgr- WCBS-TV and New York University; with the co-operation of the Metropolitan Museum of Art and the Educational Television & Radio Center (established by the Ford Foundation); Prod- Warren Kraetzer(NYU); Dir- Lewis Freedman(WCBS-TV). A new series of educational television programs covering America's early days, from 1640 to the turn of the 19th century, showing the life and cultures that made up the new nation through a study of the arts, crafts and devices of those days. The series will be conducted by Prof. Robert Iglehart, assisted by Prof. Bayard Still, Albert Christ-Janer and other university personnel. The programs will be kinescoped for later showing on other stations. The series is scheduled for 13 weeks, with an option for 13 more.

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## LOCAL STATION ACTIVITY(Cont'd)

WRCA-TV(Ch 4) - Princeton '54; RETURN Nov 7; Sun, 2-2:30pm EST (eight weeks; then beginning Jan 2, 1955, a new series, Princeton '55 will start). Sustaining. Pkgr- WRCA-TV with Princeton University; Exec Prod- Steve Krantz(WRCA-TV); Prod- Harry Olesker(WRCA-TV); Dir- James Elson. Return of the series, which debuted April 17, 1954 for eight weeks (See page 60), in which Princeton professors present elements of the arts and sciences, with various programs devoted to different sciences, music, art, history and literature.

WATV(Ch 13) - Fiesta Juvenil; DEBUT Nov 7; Sun, 12:30-1pm EST. Sponsors- Participations. Pkgr- Hoot Associates(NY); Prods- Hal Kirk, Don Mendez; Newark-New York Dir- Don Lustig(WATV). Spanish language variety show for Spanish-speaking children, starring Don Mendez as m.c.-comedian; with the Lola Bravo child dancers and Spanish language juvenile variety acts.

KTLA(Ch 5) - Hometown Jamboree; STATION CHANGE Nov 6; Sat, 7-8pm PST. Sponsor-  
Hollywood, LA Gold's Furniture-Appliances thru Allied Advertising Agency, Inc(LA).  
Cliffie Stone's program moves to this new spot with its original  
sponsor.

KRCA-TV(Ch 4) - See Hear!; DEBUT Nov 1; Mon thru Fri, 6-6:30pm PST. Participations.  
Los Angeles Pkgr- KRCA-TV. Tom Frandsen is m.c., with Jack Latham handling news,  
Cleve Hermann, sports, and cartoonist Jack Lane doing sketches on  
this human interest-news-guest interview show. The Friday program will feature high  
school football score and will be devoted to teen agers. Guests will usually be re-  
cording stars. Program replaces McElroy at Sunset.

## PRODUCTION AND PROGRAMMING NEWS

FILM DIGEST: The agreement signed by Hal Roach, Jr-Roland Reed Productions with National Telefilm Associates for syndication of the Stu Erwin Show, "Trouble With Father," covers the 104 half-hour episodes originally produced for and sponsored by General Mills. The new series, currently on the ABC net for Liggett & Myers, is not involved in the syndicate deal.....Screen Gems contract to produce a new drama anthology series for Falstaff Brewing Corp sponsorship thru Dancer-Fitzgerald-Sample, gives the Columbia Pictures subsidiary a total of four network film series, two national spot film series and five other top syndicated series.....Screen Gems asserts that it is now the top producing-distributing company of network film series, with its current list of four. Desilu Productions currently has six series going, but five are contract production for other firms. McCadden Corp now has four net series on its lot, including the new Life With Father unit for CBS.

Richard Whorf has replaced Rogers Brackett as director of Norby, the David Wayne starrer, which is now shooting indoors at Movietone in New York. ....Manny Reiner has been appointed v.p. of Guild Films Co., Inc on a policy level, also dealing with sales. Joseph P. Smith, sales manager of the firm has been upped to v.p. ....Mickey Schwartz' A.T.V. Film Productions has opened new studios at 37-15 35th St., Astoria, Queens (ST 4-1684) and is currently in his second year of filming commercials for Fireside Theatre, with Gene Raymond. ....Suspension of Bermuda production on the Mandrake series, the ABC-John Gibbs package, while the set-up is reorganized for production, revealed more of the complicated backing structure than anyone cared to talk about previously.

NEWS & COMMENT: The October Nielsen News-  
cast reports that the av-  
erage evening TV show is  
reaching a half million more homes this fall  
than last. Average for the Sept 13-26 period  
for the once-a-week evening shows was 5,638,000  
homes, compared with 5,150,000 in the same per-  
iod last year.....Crosley Broadcasting an-  
nounced last week that NBC is negotiating to  
bring Midwestern Hayride back to the net on the  
basis of its strong closing ratings this past  
summer, but no indication was given as to how  
soon the return might be.....Goodson-Todman  
Productions, heretofore solely a live program  
group, is opening a Hollywood office with Harris  
Katlman in charge to line up stories and writ-  
ers, presumably for film series to follow its  
current Web filming plans.

PERSONNEL CHANGES: Linus Travers resigns as exec v.p. of the Yankee Network (General Tele-radio) effective Dec 1 to open a new company specializing in radio-TV sales, promotion and merchandizing.....Shirley Stone Godley named manager of promotion, advertising and merchandizing for the DuMont TV Network, succeeding Norman S. Ginsburg, resigned.....Bud Austin named to head National Telefilm Associates new "national sales" dept.....Gerald Vernon upped from sales manager to director of the ABC-TV network's Central Division in Chicago..... Wayne R. Wolfert joined Crosley Broadcasting in Cincinnati to take charge of scenic designing and as a producer.....Naomi Littell is now in charge of costume design for all Bob Clampett programs at KTTV(LA).....Oliver Treyz named president of the new Television Bureau of Advertising. He is resigning from the ABC net.





TALENT SHOWSHEET NOVEMBER 8-14, 1954

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Most of the shows on November 5, 6, 7 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, November 12. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY NOVEMBER 5

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GUY LOMBARDO	WRCA-TV 7pm	Judy Lynn (S)
RED BUTTONS	NBC 8pm	Charles Korvin, Lisa Ferraday, Werner Klemperer, Judy Johnson
		Charles Dingle; (SW) by Milt Rosen, Buddy Arnold, Woody Kling
CHANCE OF A LIFETIME	DuM 10pm	The Four Esquires (S)

SATURDAY NOVEMBER 6

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|                                            |          |                                                                                                                                                                                                                                                   |
|--------------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ETHEL AND ALBERT<br>(Peg Lynch&Alan Bunce) | NBC 7:30 | regulars & Maurice Wells, Truman Smith, Cele McLaughlin, Bert Thorn, Bill Grey, William Neil, Doug Parkhirst, Jason Johnson                                                                                                                       |
| IMOGENE COCA                               | NBC 9pm  | Wally Cox, Bibi Osterwald, Pat O'Malley, Billy Sands, Wesley Addy, Don Gibson; (SW) by Lucille Kallen, Mel Brooks, Hal Goodman, Larry Klein, Allan Mannings, Bob VanScoyk; Choreog - Jonathan Lucas; Prod by Ernest Glucksman; Dir by Alan Neuman |
| STORK CLUB<br>(Sherman Billingsley)        | ABC 10pm | The DeMarco Sisters (S), Peter Conlow (D), Edith Adams, Dick Kollmar                                                                                                                                                                              |

SUNDAY NOVEMBER 7

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LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	<u>And Have Not Charity</u> - (O) by Allan Sloane; with Walter Brooke, Gaby Rodgers, Robert Emhardt, William Gunn, Billie Allen; (SD)
AMERICAN INVENTORY	NBC 12:30	<u>The Mousetrap</u> - (O) by Morton R. Sarett; with Elliott Reid, Cliff Carpenter, Russell Hicks, Woodrow Parfrey, Terry Fiske, Pat Hosley, Jean Gillespie; Dir by Carl Frank
FRONTIERS OF FAITH	NBC 1:30	<u>The Pugnacious Sailing-Master</u> - (O) by Morton Wishengrad; with Michael Strong, Guy Spaul, George Ives, Lee Bergere, Billy Redfield, Jack Manning, Dick Keith, Richard Trask; (SD)
HALLMARK HALL OF FAME	NBC 5pm	<u>Daniel Boone</u> - (O) by James Truex, Rosemary Foster; with Paul Langton, Frank DeCova, Jim Flavin, Roy Montgomery, Robin Hughes, Diane Jergens; (SD, FROM HOLLYWOOD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	<u>The Surrender of Wake Island</u> - (O) by Saul Levitt; with Phil Abbott, Anthony Perkins, Harold Stone, Peter Gumeny, John Connell, Joe Maross, Bart Burns, Gene Saks, Frank Marth, Henry Beckman, Frank Behrens; (SD)

I MADE THE NEWS	WPIX 7pm	Bob Elliott replaces Eloise McElhone as regular panelist
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TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Kill: Scenes from <u>Reclining Figure</u> - (O) by Harry Kurnitz, with Martin Gabel, Perry Kroeger; <u>On Your Toes</u> - (O) by Rodgers, Hart, Abbott, with Elaine Stritch; add: Eddie Fisher (S), Kitty Kallen (S), the Mills Brothers (S), Richard Hearne (C), Scene from <u>The Fragile Fox</u> - (O) by Norman A. Brooks; with Dane Clark, Don Taylor
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ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	<u>Sting of Death</u> - (O) by George Towne; with Lillian Schaaf, Eric Sinclair, Terry VanTell, Hal Riddle, Barnet Biro; (SD)
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HONESTLY, CELESTE! (Celeste Holm)	CBS 9:30	regulars & Kathleen Comegys, Edgar Stehli; (SW & SD)
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MONDAY NOVEMBER 8

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|------------------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sherlock Holmes<br>(Ronald Howard<br>& H. Marion Crawford) | WRCA-TV 7pm | <u>The Case of the Belligerent Ghost</u> - (O) by Charles M. Early; With regulars & Archie Duncan, Gertrude Flynn, Lou Van Burg, Richard Watson, Cecil Brock; (SD) |
|------------------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                    |         |                                         |
|------------------------------------|---------|-----------------------------------------|
| CAESAR'S HOUR<br>(Reiner & Morris) | NBC 8pm | Nanette Fabray, Ellen Parker; (SW & SD) |
|------------------------------------|---------|-----------------------------------------|

*[Faint handwritten notes]*

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ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED  
DATE 08-19-2010 BY 60322 UCBAW/SJS

*[Faint, illegible handwritten notes]*

1. The first part of the document is a list of names and their corresponding dates. The names are: "John Doe", "Jane Smith", "Bob Johnson", "Alice Brown", "Charlie White", "David Green", "Eve Black", "Frank Grey", "Grace Pink", "Henry Blue", "Ivy Yellow", "Jack Purple", "Karen Red", "Leo Orange", "Mia Silver", "Noah Gold", "Olivia Bronze", "Peter Copper", "Quinn Iron", "Rory Tin", "Sam Lead", "Tina Zinc", "Uma Nickel", "Victor Platinum", "Wendy Silver", "Xavier Gold", "Yara Bronze", "Zoe Copper". The dates are: "1990-01-01", "1990-02-01", "1990-03-01", "1990-04-01", "1990-05-01", "1990-06-01", "1990-07-01", "1990-08-01", "1990-09-01", "1990-10-01", "1990-11-01", "1990-12-01", "1991-01-01", "1991-02-01", "1991-03-01", "1991-04-01", "1991-05-01", "1991-06-01", "1991-07-01", "1991-08-01", "1991-09-01", "1991-10-01", "1991-11-01", "1991-12-01", "1992-01-01", "1992-02-01", "1992-03-01", "1992-04-01", "1992-05-01", "1992-06-01", "1992-07-01", "1992-08-01", "1992-09-01", "1992-10-01", "1992-11-01", "1992-12-01".

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MONDAY NOVEMBER 8 (Cont'd)  
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VOICE OF FIRESTONE	ABC 8:30	Barbara Gibson (S)
TALENT SCOUTS	CBS 8:30	Mariette Hennocq (S), Ronald Keppler (M), the C Notes (Laura Leslie, Harry Clarke, Dee Laws, Maury Laws, all S)
<u>Medic</u> (Richard Boone)	NBC 9pm	<u>After the Darkness</u> - with Sean McClory; (SW & SD)
<u>December Bride</u> (Spring Byington)	CBS 9:30	<u>My Soldier</u> - (SW) by Parke Levy, Ellis Marcus; with regulars & Verne Felton, Ruth Brady, Sally Fraser, Herb Vigran, Dick Tretter, Bennet Green; (SD)
ROBERT MONTGOMERY	NBC 9:30	<u>The Hunchback of Notre Dame, Part I</u> - (O) by Victor Hugo, (A) by Alvin Sapinsley; with Robert Ellenstein, Hurd Hatfield, Celia Lipton, Mary Sinclair, Scott Forbes, Tom Duggan, Bramwell Fletcher, Fred Worlock, James Milhollin; (SD) by Norman Felton (2nd Part next week)
STUDIO ONE	CBS 10pm	<u>An Almanac of Liberty</u> - (O) by Supreme Court Justice William O. Douglas (based on theme of his book), (A) by Reginald Rose with Lee Richardson, Eli Mintz, Frieda Altman, Pat Hingle, Joe Fallon, Ginger MacManus, P.J. Kelly, Karl Lukas, Lawrence Fletcher, Jock MacGregor, Ethel Everett, Brandon Peters, Gene Sultan, Archie Smith, Sandy Kenyon, Florence Sundstrom, Dorothy Patton, Clarice Blackburn, Martin Rudy, Fred Herrick, James Winslow, Bruce Marshall; (SD) by Paul Nickell

TUESDAY NOVEMBER 9  
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|                                           |             |                                                                                                                                                                                                                                                                                                                                                                            |
|-------------------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Ella Raines</u>                        | WRCA-TV 7pm | <u>Winters Case</u> - (O) by Sarett Rudley; with Rex Thompson, Katharine Bard, Edward Binns, Darryl Richard, Carl Frank, Jonathan Harris, Sam Schwartz; (SD)                                                                                                                                                                                                               |
| <u>Cavalcade of America</u>               | ABC 7:30    | <u>Saturday Story</u> - (O) by author not listed; with Otto Graham (football), Dabbs Greer, Joyce MacKenzie, Ralph Moody, Charles Meredith, Frank Leahy as host, narrator & producer (pilot of projected series called <u>The American Story</u> )                                                                                                                         |
| <u>Waterfront</u><br>(Preston Foster)     | WABD 7:30   | <u>Skipper's Day</u> - (O) by M. Bernard Fox, Jesse L. Lasky, Jr.; with Kathleen Crowley, Douglas Dick, Carl Betz, Frieda Inescourt, Willie Best, Pinky Tomlin, Jim Haywood, George Chandler, Paul Winchell (ventriloquist), Eydie Gorme (S), Pat Marshall (S), Steve Lawrence (S), Andy Williams (S); Prod by Mort Werner, assisted by Bill Harbach; Dir by Dwight Hemion |
| TOOTSIE ROLLS-STEVE<br>ALLEN HOUR         | NBC 8pm     |                                                                                                                                                                                                                                                                                                                                                                            |
| RED SKELTON                               | CBS 8pm     | Martha Stewart (S) (FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                                        |
| <u>Halls of Ivy</u> (R.Colman)            | CBS 8:30    | regulars & Sarah Selby; (SW & SD)                                                                                                                                                                                                                                                                                                                                          |
| <u>Studio 57</u>                          | DuM 8:30    | <u>Step Lightly, Please</u> - (O) by Doris Hume, (A) by Muriel Roy Bolton; with Virginia Gibson, John Lupton, Paul Frees, Marcia Patrick; Dir by Richard Irving                                                                                                                                                                                                            |
| <u>Fireside Theater</u><br>(Gene Raymond) | NBC 9pm     | <u>Lost Perspectives</u> - (O) by Paul Horgan, (A) by Charles Bennett (A) by Charles Bennett, Herbert Little, Jr., and David Victor; with Rhys Williams, Ian MacDonald, Gertrude Michael, Ross Elliot, Regis Toomey, Ruth Robinson, William Walker; (SD)                                                                                                                   |
| <u>Danny Thomas</u>                       | ABC 9pm     | (SW) by Robert O'Brien & Irving Elinson; with regulars; (SD)                                                                                                                                                                                                                                                                                                               |
| <u>Inner Sanctum</u>                      | WOR 9pm     | <u>Dark of the Night</u> - (SW) by John Roeburt; with Wallace Ford, Betsy Palmer, Perry Wilson, Ralph Stantley, George Mitchell; (SD)                                                                                                                                                                                                                                      |
| ARMSTRONG'S CIRCLE<br>THEATRE             | NBC 9:30    | <u>Fred Allen's Sketchbook:-The Hour of Letdown</u> - (O) by E. B. White; <u>The Private Life of Mr. Bidwell</u> - (O) by James Thurber; <u>Twenty Horses</u> - (O) by Munnally Johnson; all (A) by Alvin Sapinsley; with Fred Allen, Ernest Truex, Charlotte Rae, Kenny Delmar, Nita Talbot, Barbara Nichols, William Redfield; (SD)                                      |

|                                                    |           |                                                                                                                                                                             |
|----------------------------------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| UNITED STATES<br>STEEL HOUR                        | ABC 9:30  | <u>Goodbye...But It Doesn't Go Away</u> - (O) by Raphael Hayes; with Jack Carson, June Lockhart, George Voskovec, Geraldine Brooks,                                         |
| DANGER                                             | CBS 9:30  | <u>Padlock</u> - (O) by Louis Peterson; with Mildred Dunnock, James Dean, David Hardison, Ken Konopka; (SD)                                                                 |
| <u>Life With Father</u><br>(Ames & Tuttle)         | CBS 10pm  | <u>Father Goes to the Opera</u> - (O) by Whitfield Cook; with regulars & Victor Marchese, Eileen Fitzgerald, Howard Wendell, Lillian Bronson, Connie Van, Harry Brown; (SD) |
| <u>It's A Great Life</u><br>(O'Shea, Bishop, Dunn) | NBC 10:30 | <u>Denny Buys a Steer</u> - with regulars & Gladys Hurlbut, Maudie Prickett, Sarah Selby; (SW & SD)                                                                         |

WEDNESDAY NOVEMBER 10  
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<u>Wild Bill Hickok</u>	WRCA-TV 6pm	<u>Flashy Sweetwater Singer</u> - with regulars & Martha Hyer; (SW,D)
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# THE HISTORY OF THE

REIGN OF

CHARLES

THE FIRST

OF

ENGLAND

BY

JOHN

WILKINS

ESQ.

AND

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WEDNESDAY NOVEMBER 10 (Cont'd)  
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|--------------------------------------------------|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Disneyland</u> (Walt Disney)                  | ABC 7:30            | <u>Seal Island</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| ARTHUR GODFREY & FRIENDS                         | CBS 8pm             | regulars & Helen Traubel (S)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <u>I Married Joan</u> (Davis)                    | NBC 8pm             | regulars & Tao Porchon, Maurice Marsac, Dick Reeves; (SW & SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <u>My Little Margie</u><br>(Gale Storm)          | NBC 8:30            | <u>The Switzerland Story</u> - with regulars & Danny Richards, Archer McDonald, Fred Essler, Jack Rice, Douglas Wood, Bob Forrest (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| MASQUERADE PARTY                                 | ABC 9pm             | add regular panelist: Bobby Sherwood                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| KRAFT TELEVISION<br>THEATRE                      | NBC 9pm             | <u>The World and Mr. Wilkins</u> - (O) by Joseph Schrank; with Mikhail Rasumny, Dorothy Raymond, Sally Gracie, Wright King, Logan Ramsey, Lee Remick, E. A. Krumschmidt; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <u>Adolphe Menjou's</u><br><u>Favorite Story</u> | WOR 9:30            | <u>The City Hunter</u> - (O) by Robert Yale Libott; with Robert Emmett Keane, Lewis Martin, Robert Osterloh, Byron Foulger, Kay Stewart, Almira Sessions; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| THE BEST OF BROADWAY                             | CBS 10pm<br>(COLOR) | <u>Panama Hattie</u> - (O) by Herbert Field & B. G. DeSylva, Music & Lyrics by Cole Porter; with Ethel Merman, Ray Middleton, Art Carney, Jack E. Leonard, Karin Wolfe, Janis Carter, Betty O'Neil, Neil Hamilton, Tony Mottola, Osceola Archer, Mort Marshall, John Pelletti, Joseph Macaulay; Singers: Carol Hendricks, Lucille Naugle, Betty Chretien, Elsie Bretton, Mel Larned, Arnie Markussen, Bill Heyer, William Krach; Dancers: Dick Beard, Frank Sabella, Dick Crowley, Terry Violino, Bob de Voe, Peter Holmes, Meri Miller, Beryl Towbin, Janet Gaylord, Patti Rakolitz, Penny Ann Green, Virginia Hurst; (A) by Herbert Baker; Choreog by Edith & Richard Barstow; Musical Dir & Vocal Arranger - Buster Davis; Orchestrator - Buddy Bregman; Costumes by Irene Sharaff<br>Prod by Jule Styne; Dir by David Alexander; Exed Prod - Martin Manulis |
| <u>Big Town</u><br>(Mark Stevens & Trudy Wroe)   | NBC 10:30           | regulars & John Doucette, Gus Schilling, Ben Weldon, Maxine Gates, Ned Glass, John Dennis; (SW & SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <u>Douglas Fairbanks</u>                         | WRCA-TV 10:30       | <u>Face of the Law</u> - no credits available at press time                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

THURSDAY NOVEMBER 11  
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<u>Foreign Intrigue</u> (Gerald Mohr)	WRCA-TV 7pm	<u>F. I. in International Robbery</u> - (O) by author not listed; with Gunnel Brostrom; (SD)
THE MAIL STORY	ABC 8pm	<u>Hot Stamps</u> - (O) by Paul Monash; with Kevin O'Morrison, Robert Shawley, Paul Clarke, Larry Kerr, Roy Fant, Tom McDermott, Bruce Gordon, Pete Dawson; (SD)
JUSTICE (Gary Merrill)	NBC 8:30	<u>Gamble With Life</u> - (O) by George Bellak; with William Prince, Polly Rowles, Berry Kroeger, Eddie Andrews, Florenz Ames; (SD)
<u>Treasury Men in Action</u> (Walter Greaza)	ABC 8:30	<u>Case of the One-Way Ride</u> - (O) by Alvin Boretz; with Stanley Clements, Pamela Duncan, Joe Cranston; Dir by William Beaudine
CLIMAX! (William Lundigan)	CBS 8:30	<u>The Gioconda Smile</u> - (O) by Aldous Huxley, (A) by John Monks; with Dorothy McGuire, Franchot Tone, Eduard Franz, others to be announced; (SD, FROM HOLLYWOOD)
SO YOU WANT TO LEAD-BAND	ABC 9pm	The Chordettes (S)
KRAFT TELEVISION THEATRE	ABC 9:30	<u>One Sunday Afternoon</u> - (O) by James Hagan, (A)-(SW); with John Shellie, Claudia Morgan, Frank Albertson, Valerie Cossart, Hiram Sherman, Gene Persson, Betty Lou Keim, Kenneth Nelson, Aima Niemela, Jeff Harris; (SD) by Fielder Cook
<u>Four Star Playhouse</u>	CBS 9:30	<u>Vote of Confidence</u> - (O) by James Neal Harvey; with David Niven, Amanda Blake, Elizabeth Patterson, Dayton Lummis, Rusty Hamer, Nadine Ashdown, Pat Fowler, Tiger Fafara, Chuck Connors, Lester Door, Barry Foner, Isa Ashdown, Melinda Plowman, Steve Wooten; Dir by William Asher
<u>Ford Theatre</u>	NBC 9:30 (COLOR)	<u>The Road Ahead</u> - (O) by Kurt Vonnegut, Jr. (A) by Robert Bas- sing; with Rory Calhoun, Faith Domergue, Paul Langton, Lester Matthews, Virginia Christine, Robert Foulk; Dir by James Neil- son
LUX VIDEO THEATRE (James Mason)	NBC 10pm	<u>Five Star Final</u> - Warners film from play by Louis Weitzenkorn, (A)-(SW); with Edmond O'Brien & others to be announced; (SD, H'D)
<u>Public Defender</u> (Reed Hadley)	CBS 10pm	<u>Until Proved Guilty</u> - (O) by Paul Franklin; with Kathleen Crow- ley, James Lydon, Ted DeCorsia, George Niese

1. The purpose of this document is to provide a comprehensive overview of the project's progress and to identify any potential risks or issues that may arise during the implementation phase. This document is intended for the use of the project management team and the steering committee.

2. The project has been initiated in accordance with the project charter and the project management plan. The project manager has been assigned to lead the project and to ensure that the project is completed on time, within budget, and to the satisfaction of the stakeholders.

3. The project has been divided into several phases, each with its own set of tasks and deliverables. The project manager has been responsible for coordinating the activities of the project team and for ensuring that the project is progressing as planned.

4. The project has been completed successfully and the project manager has been responsible for ensuring that the project is completed on time, within budget, and to the satisfaction of the stakeholders. The project manager has been responsible for coordinating the activities of the project team and for ensuring that the project is progressing as planned.

5. The project has been completed successfully and the project manager has been responsible for ensuring that the project is completed on time, within budget, and to the satisfaction of the stakeholders. The project manager has been responsible for coordinating the activities of the project team and for ensuring that the project is progressing as planned.

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10. The project has been completed successfully and the project manager has been responsible for ensuring that the project is completed on time, within budget, and to the satisfaction of the stakeholders. The project manager has been responsible for coordinating the activities of the project team and for ensuring that the project is progressing as planned.



FRIDAY NOVEMBER 12  
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Adventures of Rin-Tin-Tin ABC 7:30  
 (Lee Aaker & James Brown)

MAMA CBS 8pm  
 (Peggy Wood)

Secret Files, U.S.A. WABD 8pm  
 (Robert Alda)

The Life of Riley NBC 8:30  
 (William Bendix)

Topper CBS 8:30

Ray Bolger ABC 8:30  
 (Christine Nelson)

Schlitz Playhouse CBS 9pm

THE STRANGER DuM 9pm  
 (Robert Carroll)

THE BIG STORY NBC 9pm  
 (Norman Rose)

Our Miss Brooks (Arden) CBS 9:30

The Vise (Ron Randall) ABC 9:30

The Lineup CBS 10pm

The Killer Cat - (O) by Douglas Heyes & Wallace Basco; with  
 regulars & Rand Brooks, Pierre Watkin; Dir by Robert G. Walker

Mama's Grove of Athens - (O) by Frank Gabrielson; with regu-  
 lars & Palmer Thompson, Catharine Doucet, Morton Stevens; (SD)  
Wagon-Lits - with Katja Berndsen, Leo de Hartogh, John Colish-  
 er, Mrs. Dufkova; (SW & SD)

Riley Buys a Statue - (O) by Harry Clork; with regulars in-  
 cluding Sterling Holloway; (SD)

Chess Player - (O) by Sig Herzig; with regulars & Mira McKin-  
 ney, Freddie Ridgeway, Dorothy Granger; (SD) by Leslie Good-  
 wins

Publicity Pete - (O) by Paul Henning, Don Johnson; with regu-  
 lars & Muriel Landers, Sylvia Lewis; (SD)

Midnight Haul - (O) by Charles M. Warren, (A) by Frank Burt;  
 with Kevin McCarthy, K. T. Stevens, James Bell, Alan Reynolds,  
 Walter Kelley, Leo Curley, James Anderson, Lee Van Cleef,  
 Richard Benedict, Stuart Randall, Bill Page; Dir by Gerald  
 Mayer

(O) by John Gay; with Nehemiah Persoff, Paul Stevens, Irja  
 Jensen, John Stanley; (SD)

J. Edward Reid, Oregon Journal - (O) by Mel Goldberg; with  
 Russell Collins, Arny Freeman, Gloria Marlowe, Arch Johnson,  
 Donald McKee, Wesley Lau; (SD)

regulars & Jack Kimond, Tony Michaels; (SW & SD)

The Diamond Expert - with Hugh Latimer, Paul Carpenter; (SD)

regulars & Ian Keith, Mae Clark; (SW & SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 5 THRU FRIDAY NOVEMBER 12  
 ~~~~~

THE MORNING SHOW CBS 7am  
 (Jack Paar) kill: The Baird Puppets; add M thru F - Michel Allard; Tu  
 regular - Elsa Maxwell

GEORGE SKINNER WCBS 9am M - Ted Malone; Tu - Ruth Manecke (animals)

TED STEELE WOR 3pm F {11/5} - Bob Carroll, Jeri Winters (both S), Jo Novoe (D)

THE WORLD OF MR. SWEENEY NBC 4:30  
 (Charlie Ruggles) regulars & M - Harry Gresham, Ruth Hammond; Tu - Mimi Strong-  
 in, Michael Dreyfuss; Thu - Charles Cooper

MODERN ROMANCES NBC 4:45  
 (Martha Scott) M thru F - Shadow Love - (O) by George Lefferts; with Louisa  
 Horton, Phil Abbott, Anne Seymour, Hugh Reilly, John Kellogg,  
 Paul Lipson; (SD)

MAGIC COTTAGE WABD 6pm M thru F - Ian Martin, Cliff Hall; (SW & SD)

COKE TIME-E. FISHER NBC 7:30 F (11/5) - Florence Henderson (S)

PERRY COMO CBS 7:45 W - Nat "King" Cole (S&M)

TONIGHT (Steve Allen) NBC 11:30 M - George DeWitt (C), Nellie Lucher (M&S); W - Billy Vine  
 (C); Thu - Blackburn Twins (D), Cliff Norton (C); F - Erroll  
 Garner (M), Will Jordan (C)

SATURDAY NOVEMBER 13  
 ~~~~~

Captain Midnight CBS 11am  
 (Richard Webb) Sabotage Under the Sea - (O) by George Bricker; with regulars  
 & John Pickard, Philip Van Zandt, Will J. White, Fred Coby; (SD)

Range Rider WRCA-TV 6:30  
 (Jack Mahoney) Renegade Ranch - (O) by Robert Schaefer & Eric Freiwald; with  
 regulars & Gregg Barton, Ewing Mitchell, Wendy Waldron, Pat-  
 ricia Michon, Red Morgan, Don Mahin; (SD)

Donald O'Connor NBC 9:30 Mary Ellen Terry (D); (SW & SD)

GEORGE GOBEL NBC 10pm Vera Vague (Barbara Jo Allen) (FROM HOLLYWOOD)

Willy (June Havoc) CBS 10:30 Willy and the Water Witch - with regulars & Julius Matthews,  
 Will Wright, Ralph Peters; (SW & SD)

The Lone Wolf WRCA-TV 11:15  
 (Louis Hayward) Memo: Carnival - (O) by George Waggner; with Veola Vonn, Herb  
 Ellis, Marcel Rousseau, Danny Beck, Barbor Curtiz, Sheila  
 Connolly; (SD)

[The page contains extremely faint, illegible text, likely bleed-through from the reverse side. The text is organized into several paragraphs and appears to be a formal document or report. Some fragments are visible, such as "The following information", "It is requested", and "Very respectfully", but the majority of the content is unreadable.]



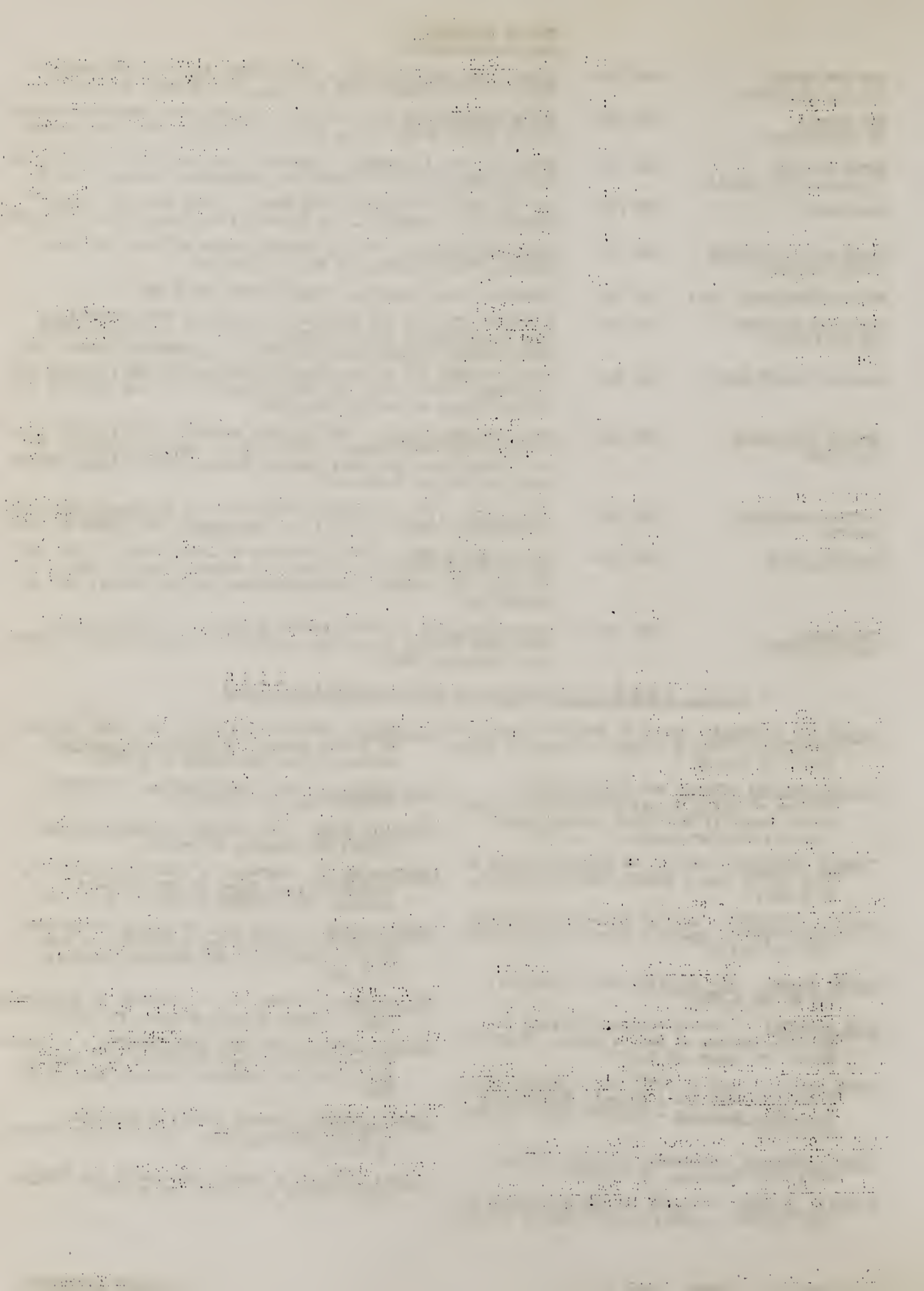
SUNDAY NOVEMBER 14

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|                                        |           |                                                                                                                                                                                                                |
|----------------------------------------|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| YOU ARE THERE<br>(Walter Cronkite)     | CBS 6:30  | Lord Nelson at Trafalgar - (O) by Saul Levitt; with Wesley Addy, Milton Selzer, Jack Livesey, Jack Warden, Ross Martin                                                                                         |
| Roy Rogers<br>(& Dale Evans)           | NBC 6:30  | Pat's Inheritance - (O) by M. M. Raison; with regulars & Terry Frost, Myron Healy, Gregg Barton, Mary Ellen Kay, Tom London                                                                                    |
| OPERA CAMEOS<br>(Giovanni Martinelli)  | DuM 7:30  | Excerpts from <u>La Boheme</u> - opera by Puccini; with Franca Duval, Thomas Hayward, Frank Valentino, Madelaine Chambers (all S)                                                                              |
| JACK BENNY                             | CBS 7:30  | Leo Durocher, Bob Lemon, Fred Haney, Chuck Dressen, "Beans" Reardon (all baseball), Joe Besser, Paul Frees, Will Wright (HL)                                                                                   |
| Pepsi-Cola Playhouse<br>(Polly Bergen) | ABC 7:30  | This Man for Hire - (O) by Robert Leslie Bellem; with Jean Willes, Frank Wilcox; Dir by Paul Landres                                                                                                           |
| MR. PEEPERS (Wally Cox)                | NBC 7:30  | regulars & Ben Lackland, Gage Clarke; (SW & SD)                                                                                                                                                                |
| TOAST OF THE TOWN<br>(Ed Sullivan)     | CBS 8pm   | Elizabeth Taylor, Van Johnson & film clips from their <u>Last Time I Saw Paris</u> ; Julius LaRosa (S), U. of P.'s Mask & Wig Club; Harlem Globetrotters (basketball), Rosanna Carteri (S)                     |
| COLGATE COMEDY HOUR                    | NBC 8pm   | Gordon MacRae (S) as MC; Dorothy Kirsten (S), Will Mastin Trio with Sammy Davis, Jr. (C), Larry Storch (C), Gene Sheldon (C), Carmen Dragon as musical director                                                |
| PHILCO TELEVISION<br>PLAYHOUSE         | NBC 9pm   | Crime Without Motive - (O) by Marc Brandel; with William Lundmark, Burton Brinckerhoff, Mark Rydell, George Chandler, Edmon Ryan, Frank Overton, Eleanor Wilson, Doreen Lang, Steven Gray; Dir by Bob Mulligan |
| GENERAL ELECTRIC<br>THEATRE            | CBS 9pm   | I'm a Fool - (O) by Sherwood Anderson, (A) by Arnold Schulman; with Eddie Albert, others to be announced; (SD) (FROM HOLLYWD)                                                                                  |
| Loretta Young                          | NBC 10pm  | It's a Man's Game - (O) by Dorothy Millard Brown, (A) by Lowell S. Hawley; with Bruce Cowling, Norman Ollestad, Mable Albertson, John Bryant, Dwayne Hickman, Dayton Lummis; (SD) by Jus Addiss                |
| The Hunter<br>(Keith Larsen)           | NBC 10:30 | Borderline Case - (O) by Burton Benjamin & Robert Shaplen; with Fred Tozere, Jacqueline Bertrand, Jim Boles, Peter Gumeny Edgar Franken; (SD)                                                                  |

NEW YORK TALENT AVAILABILITIES  
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|                                                                                                                                                                              |                                                                                                                                                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| TERESA AND LUISILLO - stars of Ballets Espagnols currently at the Hellinger - Contact: Ellie Stern, EL 5-4147                                                                | BEN GROSS - radio-TV critic of the News, author of Random House's <u>I Looked &amp; I Listened</u> - Contact: Irma Greenberg, PL 1-2600        |
| WILLIAM WALTERS ENGLISH and ZACHARY SOLOV - authors of <u>Basic Ballet</u> published by Random House (Solov is Met Opera Choreographer) - Contact: Irma Greenberg, PL 1-2600 | VERA ZORINA - star of <u>On Your Toes</u> - PRESS: R. Rabinovitch, LA 4-1839                                                                   |
| IRMGARD SEEFRIED - soloist on <u>Telephone Hour</u> on Mon, Nov 8, 9pm - PRESS: Maurice Feldman, MU 7-8442                                                                   | GERALDINE PAGE - just opened in <u>The Rainmaker</u> - PRESS: Ben Washer, MU 4-8088                                                            |
| DOROTHY DANDRIDGE - star of sensational <u>Carmen Jones</u> film at Rivoli - Contact: Bill Stutman, CO 5-5323                                                                | LEONTYNE PRICE - soprano at Town Hall, Nov. 14, signed to sing <u>Tosca</u> on NBC-TV Opera - Personal Rep: Larney Goodkind, RE 7-1744         |
| EDMUND PURDOM - <u>The Egyptian</u> star - Contact: M-G-M, JU 2-2000                                                                                                         | JENNIE TOUREL - heads cast of <u>Otello</u> to be presented by American Opera Society at Town Hall on Nov 23 - MGT: Herbert Barrett, CO 5-0450 |
| JUDY HOLLIDAY - lovable actress starring in <u>Phffft</u> , opening at Loew's State - Contact: George Ettinger, CI 5-5000                                                    | KIM STANLEY - starred for performance in <u>Traveling Lady</u> - PRESS: William Fields, PL 7-6938                                              |
| ETHEL MERMAN - star of CBS's color <u>Panama Hattie</u> & 20th Century Fox's <u>There's No Business Like Show Business</u> - Contact: Bill Stutman, CO 5-5323                | ROBERT CASADESUS and ZINO FRANCESCATTI - in sonata recital for piano & violin at Carnegie Hall, Nov 30 - Columbia Artists Mgt., CI 7-6900      |
| DIAHANN CARROLL - featured in <u>Carmen Jones</u> - MGT: Cass Franklin, JU 6-8300                                                                                            | CHARLES TRENET - French singer & composer, here for <u>Hello, Paree</u> - CONTACT: Nat Dorfman LO 3-0858                                       |
| TANAQUIL LeCLERCQ - dancing in <u>The Nutcracker</u> at City Center - PRESS: Wilbur Pippin, CH 4-5185                                                                        | VIVECA LINDFORS - starts rehearsing for <u>Anastasia</u> - PRESS: Bill Doll, WI 7-2386                                                         |





# Ross Reports ON TELEVISION

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INCLUDING

NOVEMBER 15-21, 1954

## THE TELEVISION INDEX

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ASSOC ED: Alvin Sullum

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PRODUCTION • PROGRAMMING • TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Saturday(20)

NBC- 10-10:30am EST; DEBUT; Happy Felton's Spotlight Gang, LIVE & FILM; from WRCA-TV(NY), to the net. Sustaining. Pkgr- NBC-TV(NY); Prod & Dir- Craig Allen; Assoc Prod & Writer- Charles Speer; Editor- Arnold Morrison. Happy Felton is m.c. for a weekly "safari" on a filmed international tour, featuring films of outstanding variety and circus acts from abroad; after which Felton quizzes three young contestants from the studio audience with questions based on the films. Home viewers may also participate through a "Tell Five" club plan.

NBC- 10:30-11am EST; DEBUT; The Paul Winchell-Jerry Mahoney Show; from WRCA-TV (NY), no. of stations indefinite. Sponsor- The Sweets Co. of America, Inc. (Tootsie Roll confections) thru Moselle & Eisen(NY); Acct Exec- Henry Eisen; Agcy Superv- Henry Eisen, David Karp; Prog Anncr- Fred Collins. Pkgr- NBC-TV(NY); Prod & Dir- Hudson Faussett; Unit Mgr- Monty Morgan; Sets- William Riva; Writers- J. Franklin Jones, Hy Zaret, Allan Stearn. Comedy program with music, starring ventriloquist Paul Winchell and "Jerry Mahoney." Twenty children from the audience take part each week as members of Jerry's club in a simulated clubhouse setting.

### OTHER NETWORK CHANGES & ADDITIONS

CBS- Welcome Travelers (Mon thru Fri, 1:30-2pm EST) PRODUCTION CHANGES effective Nov 8: Agcy Superv- Lawrence Woolf (at Dancer-Fitzgerald-Sample, Inc(Chi), replacing James Colligan; Prod & Dir- James Colligan (at D-F-S, Chi) replacing Charles Powers (now at McCann-Erickson, Inc, New York). Shifts took place within the past two months and are now official.

CBS Honestly, Celeste! (Sun, 9:30-10pm EST) Production and writing staff in complete changeover this week; replacements not announced (See page 175 for debut credits)

DuM- The Paul Dixon Show (Mon thru Fri, 3-4pm EST) Dixon returns as star Nov 15, with permanent origination from New York (See page 185).

NBC- First Love (Mon thru Fri, 4:15-4:30pm EST) Ed Kogan replaced Charles Powers as director, effective Nov 8. (See page 176, also Welcome Travelers note above).

- Page 197 -

OTHER NET CHANGES

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Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

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## NEW NETWORK SPONSORSHIPS

STUDEBAKER-PACKARD CORP (Studebaker Division thru Roche, Williams & Cleary, Inc, Chicago; Packard Motor Car Division thru Ruthrauff & Ryan, Inc, Detroit) will sponsor a new film series based on Readers Digest articles, over ABC-TV, Mondays, 8-8:30pm EST, beginning in January.

THE PROCTER & GAMBLE CO (Agencies and products not announced) will become alternate week sponsor of three CBS-TV programs during January: I Love Lucy (Mon, 9-9:30pm EST) with current sponsor Philip Morris & Co. Ltd., Inc., becoming alternate sponsor; My Favorite Husband (Sat, 9:30-10pm EST) with Simmons Co remaining as alternate sponsor; and Topper (Fri, 8:30-9pm EST) with current sponsor R. J. Reynolds Tobacco Co. becoming alternate sponsor.

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## LOCAL STATION ACTIVITY

WABD(Ch 5) - The Old Timer; TITLE CHANGE Nov 9; Mon thru Fri, 6:30-6:55pm EST, New York LIVE & FILM. Program debuted Nov 8, scheduled title was Through the Attic Door (See page 195).

WPIX(Ch 11) - People (Mon, 9-9:30pm EST) Hofstra College has been awarded an New York \$11,000 grant from the Educational Television and Radio Center, part of which will be used to offset production costs of People. Kinescopes of the program will be sent to the Center at Ann Arbor, Mich., for distribution to other stations. (See page 185 for program info).

KTLA(Ch 5) - Garden Chats, with Joe Littlefield; STATION CHANGE Nov 7; Sun, 12:30- Hollywood, LA 1pm PST. Sponsor- Red Star Plant Foods. Horticulturist Joe Littlefield gives advice on lawns and the care of plants and flowers, also interviewing guests in the field. The program had previously been on KTTV(LA), same day and time.

KTTV(Ch 11) - Willy the Wolf; DEBUT Nov 8; Mon, 8:30-9pm PST. Sustaining. Pkgr & Los Angeles Prod- Bob Clampett(KTTV); Prod Superv- Lloyd Turner; Prod Asst- Stewart Strange; Unit Dirs- Don Messick, Frank Priest; Superv Art Dirs- Bill Oberlin, Hal Helvenston; Dir- Dave Harvey. Adult-slanted puppet and people show using a blend of comedy, pretty girls, music, satire, guest stars, recordings and presentation gimmicks; with the Clampett-created characters portrayed and animated by Walker Edmiston, Don Messick and Erv Shoremaker. The program will feature top name guests as well as Clampett's own artists.

WPTZ(Ch 3) - Hobby Time with Bill MacMillan; DEBUT Nov 13; Sat, 9:45-10am EST. Philadelphia Sponsor info not available. Bob MacMillan shows the latest models and how to build them, with exhibits of all types of model equipment for builders and hobbyists. MacMillan is v.p. of the Model Industry Assn.

## LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

<u>STA &amp; CHAN</u>	<u>SERIES TITLE &amp; DISTRIB</u>	<u>SPONSOR &amp; AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
<u>New York</u>					
WAED(5)	"Death Valley Days" (McCann-Erickson)	-Pacific Coast Borax Co thru McCann-Erickson	11/5	Alt Fri	8:30-9pm
WCBS-TV(2)	"Call the Play" (Station Distributors)	-General Cigar Co(White Owls) thru Young & Rubicam, Inc	11/20	Sat	6:15-6:30pm

CCODE: \*First run in market (Death Valley Days is a national spot film; Call the Play is part of a regional sponsorship)





LOCAL FILM SERIES -- DEBUTS & RE-RUNS(Cont'd)

<u>STA &amp; CHAN</u>	<u>SERIES TITLE &amp; DISTRIB</u>	<u>SPONSOR &amp; AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
<u>Los Angeles</u>					
KRCA-TV(4)	*"Movie Museum" (Sterling)	-Open	11/1	Mon thru Fri	6:30-6:45pm
KTTV(11)	*"Paris Precinct" (MPTV and UM&M)	-Open	10/22	Fri	9:30-10pm
KTTV(11)	#"Racket Squad" (ABC Film Syndication)	-Participations	10/25	Mon thru Fri	11:15-11:45pm
KTTV(11)	*"Secret Files, U.S.A." (Official)	-Open	10/31	Sun	8-8:30pm
KNXT(2)	#"Award Performance" (Re-runs of GE Theatre, Omnibus, Lux Video)	-Participations	10/26	Tue	10-10:30pm

CODE: \*First run in market #Re-runs

# PRODUCTION AND PROGRAMMING NEWS

**FILM DIGEST:** Leslie Harris backs up some of the recent hard handling that the syndicated film business has been getting with an article in the Nov 8 Broadcasting-Telecasting magazine, titled, "The Thorny Side of Syndicated Film." He blames some of the current and future troubles on the impression created by many in the industry that film syndication is a new gold rush, "publicizing exaggerated grosses and fantastic billings." He estimates that it takes two or more years for a syndicated series to move onto the black side of the ledger and before you can even get to the point of looking for future profits your series has to be sold at fair prices in the 20 major markets of the country which account for 40 per cent of the available billings. The crux, according to Harris: "It takes approximately 25 average-size markets to equal the amount paid for a first run in New York, and with the tight time situation existing in New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit, you may have to wait months before a satisfactory time period becomes available..." Since the legitimate film producers already know the score, the article should be must reading for all the potential seekers after the gold that is not all it seems to be.

Advertisers will be able to test color film commercials at no premium on WABD(NY) Sunday Supplement color film series (Sun, 6-7pm EST). Color spots for both slides and films are offered with a six-month protection guarantee....  
...ABC Film Syndication announced that its Passport to Danger series, starring Cesar Romero, is the first syndicated film series which the Canadian Broadcasting Corp has found acceptable for network telecasts. Previous series were sold on a spot basis in Canada. Canadian Admiral Corp, Ltd., will sponsor Passport on seven CBC stations initially, with more to follow.....Frank Wisbar completed his 250th production for Fireside Theatre on Sunday morning, Nov 14. A Compton Advertising recap of the series shows that the first film (1948) cost \$7,500, with current average costs running about \$26,000. Script costs have jumped from \$75.00 (first film) to \$1,500, the current average. The total cost of all productions to date is about \$5,000,000.

NEWS & COMMENT: Second quarter option time blues have already hit several packages that couldn't take either tough inter-network competition or cold analyses of agency men. The casualties coming up are succumbing to opposition programs as much as anything else. The George Gobel lightning at NBC seems to have blighted That's My Boy; with a few others on all networks facing the same problem and probable result. Some sponsor retrenchment to get a wider spread for money is also in the works, with the cigarette companies leading the way, although the latter trend started last year.....Swift & Co is bringing a Horace Heidt talent show into the NBC, Sat, 7:30-8pm spot in January, replacing Sunbeam's Ethel and Albert. Several other programs may last through the 1954-55 season, but unless current frantic writer and production staff changes soup them up considerably, they will go, too. Time is money in TV and the nets and agencies square off on each side, with the programs in the middle.

PERSONNEL CHANGES: Norman Knight named executive president and general manager of the Yankee Network, general mgr of WNAC, WNAC-TV (Boston) and vice president of General Teleradio, Inc., succeeding Linus Travers, resigned.....Russ Raycroft named v.p. in charge of radio-TV at Robert W. Orr & Associates, Inc (NY).....Donald E. Tomkins named director of television and radio, Grant Advertising, Inc., in New York....  
....Don Heller and Raymond A. Parker have joined the CBS Television press information staff in Hollywood.....Leo Lefcourt has been appointed associate director and Leon I. Mirell has been appointed assistant director of business affairs for CBS Television in Hollywood; both under Philip Feldman.....Harold F. Kemp, manager of NBC's talent office in New York, will transfer to Hollywood on Dec 1 and become a general program executive, reporting to Fred Wile, Jr., NBC's Pacific Division program v.p.....David Savage resigned as director of film procurement at NBC in New York and has been named to the new post of director of station relations for Guild Films Co., Inc.

First Army Information Section, New York, has moved to 110 East 45th St., New York. (MU 4-5130; Exts 385, 386, 387).





Most of the shows on November 12, 13, 14 were listed in last week's report. Changes & additions are included here for the record. Multiple and across the board shows are grouped together after the listing for Friday, November 19. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY NOVEMBER 12

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|                                     |             |                                                                                                          |
|-------------------------------------|-------------|----------------------------------------------------------------------------------------------------------|
| GUY LOMBARDO                        | WRCA-TV 7pm | Kaye Ballard (S&C)                                                                                       |
| RED BUTTONS                         | NBC 8pm     | Walter Abel, Judy Johnson, Elliott Reid, Walter Burke, Dick Bernie; (SW & SD)                            |
| CHANCE OF A LIFETIME (Dennis James) | DuM 10pm    | The Four Esquires (Bill Courtney, Wally Gold, Bob Colligan, Fran Mahoney, all S), others to be announced |

SATURDAY NOVEMBER 13

~~~~~

ETHEL AND ALBERT (Lynch & Bunce)	NBC 7:30	regulars & Maurice Wells, Truman Smith, Jane Seymour, Ralph Camargo, Joseph Bell, Barnard Hughes; (SW & SD)
IMOGENE COCA	NBC 9pm	Gene Raymond, Jane Dulo, Billy Sands, Lawrence Fletcher, Peter Gladke (D), Firi, William Thourlby, Donald Foster; Music & Lyrics by Bart Howard; Book by Mel Brooks, Allan Manings, Bob Van Skoyk; Choreog by Jonathan Lucas; TV Dir - Perry Laferty; Prod & Dir by Don Appell
Donald O'Connor	NBC 9:30	Mary Ellen Terry (I); add: Joyce Smight; (SW & SD)
STORK CLUB	ABC 10pm	Robert Clary (S), Betty Clooney (S), The Chordettes (S), John Forsythe, Hope Hampton

SUNDAY NOVEMBER 14

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|                                                     |                   |                                                                                                                                                                                                                                            |
|-----------------------------------------------------|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET (Dr. Lyman Bryson)                | CBS 10am          | <u>The Crinoline Doll</u> - (O) by Robert Allison; with Edward Binns Edgar Stehli, Katharine Raht, Raymond Bramley, Ginger MacManus Dir by Alex March                                                                                      |
| AMERICAN INVENTORY                                  | NBC 12:30         | <u>City in Distress</u> - (O) by Gene Hurley; with Will Kuluva, Sam Siegel, Harrison Dowd, John Marley, Bill Daniels, Audra Lindley, June Dayton, Donald Foster, Pat Chandler; Dir by John Newland                                         |
| FRONTIERS OF FAITH                                  | NBC 1:30          | <u>No Wreath and No Trumpet</u> - (SW) by Morton Wishengrad; with Marian Seldes, Alexander Scourby, Robert Harris, Florence Stanley, Michael Tolan, Mary Ellen Verheyden, Ivy Bethune, Saul Nemkov; (SD)                                   |
| HALLMARK HALL OF FAME                               | NBC 5pm           | <u>A Matter of Principle</u> - (O) by Robert Skutch; with cast to be announced; (SD) (FROM HOLLYWOOD)                                                                                                                                      |
| OMNIBUS (Alistair Cooke)                            | CBS 5pm           | Leonard Bernstein analyzes 1st movement of Beethoven's 5th Symphony, with Symphony of the Air; Ballet Girl - film, Prod & Dir by Bjerne Hennig-Jensen, narrated by Susan Strasberg; <u>Small College Football</u> - film Dir by Allen Funt |
| Sunday Supplement                                   | WABD 6pm (COLOR)  | <u>Bright New World</u> - Prod by Wilding Pictures for Pittsburgh Plate Glass Co.; <u>How to Catch a Cold</u> - Prod by Walt Disney for Kleenex; <u>White Thunder</u> - Prod by MPO for Ford, (O) & Dir by Jerry Mechan                    |
| YOU ARE THERE (Walter Cronkite)                     | CBS 6:30 (COLOR)  | <u>Lord Nelson at Trafalgar</u> - (O) by Saul Levitt; with Wesley Addy, Milton Selzer, Jack Livesey, Jack Warden, Ross Martin; add: Margot Stevenson, Cullen Desmond, Neil North; (SD)                                                     |
| ROCKY KING, DETECTIVE (Roscoe & Todd Karns)         | DuM 9pm           | <u>Pattern for Death</u> - (O) by Gordon Fell; with Jean Stapleton, John Keene, Victor Thorley, Claire Cobert, Vera Tatum; (SD)                                                                                                            |
| GENERAL ELECTRIC THEATRE (Ronald Reagan)            | CBS 9pm           | <u>I'm a Fool</u> - (O) by Sherwood Anderson, (A) by Arnold Schulman; with Eddie Albert; add: James Dean, Natalie Wood; (SD, FROM HOLLYWOOD)                                                                                               |
| LIFE BEGINS AT 80 HONESTLY, CELESTE! (Celeste Holm) | DuM 9:30 CBS 9:30 | <u>Blackstone the Magician</u> (SW); with Eli Mintz, Arny Freeman, Michael Gorrin, George Ives, Florence Anglin; (SD) (KINE)                                                                                                               |
| Father Knows Best                                   | CBS 10pm          | (O) by Roz Rogers; with regulars & William Fawcett; (SD)                                                                                                                                                                                   |
| IGOR CASSINI                                        | WRCA-TV 11:20     | Delia Rigal (S)                                                                                                                                                                                                                            |

|                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                 |
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| <p>1. The first part of the document discusses the importance of maintaining accurate records of all transactions.</p> <p>2. It is essential to ensure that all data is entered correctly and that the system is regularly updated.</p>                         | <p>1. The first part of the document discusses the importance of maintaining accurate records of all transactions.</p> <p>2. It is essential to ensure that all data is entered correctly and that the system is regularly updated.</p>                         |
| <p>3. The second part of the document describes the various methods used to collect and analyze data.</p> <p>4. These methods include surveys, interviews, and focus groups, each with its own strengths and weaknesses.</p>                                    | <p>3. The second part of the document describes the various methods used to collect and analyze data.</p> <p>4. These methods include surveys, interviews, and focus groups, each with its own strengths and weaknesses.</p>                                    |
| <p>5. The third part of the document discusses the challenges faced in data collection and analysis.</p> <p>6. These challenges include issues with data quality, sample bias, and the complexity of interpreting results.</p>                                  | <p>5. The third part of the document discusses the challenges faced in data collection and analysis.</p> <p>6. These challenges include issues with data quality, sample bias, and the complexity of interpreting results.</p>                                  |
| <p>7. The fourth part of the document provides a detailed overview of the data analysis process.</p> <p>8. This process involves identifying patterns, testing hypotheses, and drawing conclusions based on the evidence.</p>                                   | <p>7. The fourth part of the document provides a detailed overview of the data analysis process.</p> <p>8. This process involves identifying patterns, testing hypotheses, and drawing conclusions based on the evidence.</p>                                   |
| <p>9. The fifth part of the document discusses the importance of ethical considerations in research.</p> <p>10. Researchers must ensure that their work is conducted in a transparent and honest manner, and that the rights of participants are protected.</p> | <p>9. The fifth part of the document discusses the importance of ethical considerations in research.</p> <p>10. Researchers must ensure that their work is conducted in a transparent and honest manner, and that the rights of participants are protected.</p> |
| <p>11. The sixth part of the document discusses the role of technology in modern research.</p> <p>12. Technology has revolutionized the way data is collected and analyzed, providing new tools and techniques for researchers.</p>                             | <p>11. The sixth part of the document discusses the role of technology in modern research.</p> <p>12. Technology has revolutionized the way data is collected and analyzed, providing new tools and techniques for researchers.</p>                             |
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Sherlock Holmes WRCA-TV 7pm  
(Ronald Howard  
& H. Marion Crawford)

ILONA MASSEY WABD 8pm

Burns & Allen CBS 8pm

VOICE OF FIRESTONE ABC 8:30

ARTHUR GODFREY'S CBS 8:30  
TALENT SCOUTS

PRODUCERS' SHOWCASE NBC 8pm  
(COLOR)

December Bride CBS 9:30  
(Spring Byington)

ROBERT MONTGOMERY NBC 9:30  
PRESENTS

STUDIO ONE CBS 10pm

Ella Raines WRCA-TV 7pm

Waterfront WABD 7:30  
(Preston Foster)

Cavalcade of America ABC 7:30

BUICK-BERLE NBC 8pm

RED SKELTON CBS 8pm

Studio 57 DuM 8:30

Inner Sanctum WOR-TV 9pm

Fireside Theater NBC 9pm

Danny Thomas ABC 9pm  
(Jean Hagen)

DANGER CBS 9:30

ARMSTRONG'S CIRCLE NBC 9:30  
THEATRE

THE ELGIN HOUR ABC 9:30

Life With Father CBS 10pm  
(Ames & Tuttle)

The Case of the Shy Ballerina - (O) by Charles Early; with  
regulars & Archie Duncan, Geoffrey D. Addinsell, Martine Alex-  
is, Eugene Deckers, Nathalie Schaffer; (SD)

Continental Ensemble replaces Irving Fields Trio as regulars  
regulars & Portland Mason; (SW & SD)

Roberta Peters (S)

Peter Lind Hayes subs as host; We Four (Helen Streiff, Hanley  
Streiff, George Bassos, Helyne McLain, all S), Maria Doulis (S)  
Stanley Babin (S)

State of the Union - (O) by Howard Lindsay & Russel Crouse,  
adapted by them from their stage play; with Margaret Sullavan  
Joseph Cotten, John Cromwell, Nina Foch, Ray Walston, Ed Pren-  
tiss, Helen Ray, Fred Ayres Cotton, Jack Leslie, Muriel Kirk-  
land, Royal Beal, G. Albert Smith, Charlie Garrett; Prod - Howard  
Lindsay & Russel Crouse; NBC Prod - Fred Coe; Dir - Arthur  
Penn; Assoc Prod - Bill Nichols; Assoc Dir - Dominick Dunne,  
Costumes - Jerry Boxhorn; Technical Dir - Jack Long; Exec  
Prod - Jack Rayel

Lily is Bored - (O) by Parke Levy, Lou Derman; with regulars  
& Herbert Heyes, John Meek, Melinda Plowman, Shirley Mitchell  
Russell Trent, Walter Kingsford, Elvia Allman, Lou Lennard,  
Kirk Kirman; (SD) by Jerry Thorpe

The Beauty of the Beast (Part II of The Hunchback of Notre  
Dame; credits listed in last week's issue)

Let Me Go, Lover - (O) by Charlotte Armstrong (from Who's  
Been Sitting in My Chair in Redbook), (A) by Henry Misrock;  
Anthony Ross, Joe Maross, Cliff Norton, Diana Douglas, Connie  
Sawyer, Nancy Marshall, Don Gordon, Barbara English; (SD) by  
Franklin Schaffner

TUESDAY NOVEMBER 16

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Bellamy Case - no credits available at press time

High Water - (O) by Charles Belden, Louis Vittes; with Peter  
Votrian, Margaret Field, Allen Jenkins, Willie Best, Art Gil-  
more, Ray Montgomery; (SD)

John Yankee - with Whitfield Connor, Helen Parrish, Raymond  
Greenleaf; (SD)

Gertrude Eerg, John Raitt (S) & regulars

Gloria DeHaven (S) (FROM HOLLYWOOD)

The Duel - (O) by Dean Reisner; with Don Haggerty, Claudia  
Barrett; (SD)

Burial at High Point - (SW) by John Roeburt; with John Bara-  
grey, Barbara Baxley, Theodore Newton, Edgar Stehli, John  
Becher, Frank Sutton, Ed Latimer; (SD)

Girl Not Wanted - (O) by Margaret Craven, (A) by J. Gwen Bag-  
ni; with Kathleen Crowley, Phil Terry, Madge Meredith, Lucille  
Barkley, Frank Ferguson, Hillary Brooke, Emily Belser, Dick  
Grant; (SD)

(C) by Mac Benoff; with regulars & James Burke, Eleanor Aud-  
ley; (SD)

Experiment with Death - (O) by John Wharton (from The Explora-  
tions of George Burton), (A) by Ben Zavim; with Lorne Greene,  
George Voskovec, Addison Richards, James Hickman, Jim Perry,  
Kate Harrington; (SD) by Tom Donovan

Flair-Up - (O) by Jerome Coopersmith; with Leora Dana, Philip  
Abbott, Joseph Sweeney, Peggy Allenby, Therese Hunter; (SD)

Warm Clay - (O) by Jack Gordun & Winifred Wolfe; with Ruth  
Hussey, Louis Jourdan, Herb Nelson, Margaret Hamilton, Adele  
Newton, Malcolm Brodrick; (SD) by Donald Richardson

Father Has a Birthday - (O) by Whitfield Cook; with regulars  
& Sheila Bromley; (SD)

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2. The second part of the document outlines the specific procedures for recording transactions. It details the steps from initial entry to final review, ensuring that all necessary information is captured and verified.

3. The third part of the document addresses the role of the accounting department in maintaining these records. It highlights the need for regular audits and the importance of staying up-to-date with the latest accounting standards.

4. The fourth part of the document discusses the challenges faced in maintaining accurate records and offers solutions to overcome these challenges. It stresses the importance of clear communication and collaboration between different departments.

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Topper Goes to Washington - (SW) by Philip Rapp; with regulars  
& Douglas Wood, Anthony Warde, Herb Vigran, Lisa Daniels, Art  
Gilmore, Tom Daly, Maude Prickett; (SD) TALENT SHOWSHEET (more)





FRIDAY NOVEMBER 19 (Cont'd)

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|                                  |          |                                                                                                                                                                                                                        |
|----------------------------------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE STRANGER<br>(Robert Carroll) | DuM 9pm  | Corpus Delicti - (O) by Don Agger; with Edward Binns; complete cast listings next week; (SD)                                                                                                                           |
| THE BIG STORY<br>(Norman Rose)   | NBC 9pm  | Louis H. Gollop, Duluth, Minn. News-Tribune - (O) by Gail Ingram; with Leslie Nielson, Joseph Roman, Frank Tweddell, Tommy Tompkins, Clifton James, Frank Stephens, Donald Cardwell, Charles E. Jordan, Lou Hall; (SD) |
| <u>Schlitz Playhouse</u>         | CBS 9pm  | The Long Trail - (O) by N. B. Stone; (A) by George Bruce; with Anthony Quinn, John Bryant, Robert Armstrong, Maxine Cooper, Hugh Sanders, Steve Darrell, David & Douglas Franks; (SD) by Jus Addiss                    |
| <u>The Vise</u> (R. Randall)     | ABC 9:30 | The Secret Place - with Margaret Rawlings, John Stewart                                                                                                                                                                |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 12 THRU FRIDAY NOVEMBER 19  
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THE MORNING SHOW	CBS 7am	M thru F - kill: Michel Allard (S); add: Jack Haskell (S)
GARRY MOORE	CBS 10am	regulars & W - Don Adams (C); F - Jonathan Winters (C)
TED STEELE	WOR-TV 3pm	M thru F - regulars & Danny Winchell, Helene Dixon, Bob Carroll (all S)
THE WORLD OF MR. SWEENEY (Charlie Ruggles)	NBC 4:30	regulars &: M - Jean Cleveland, John Shellie, Dulcie Cooper; Tu - Beverly Lunsford; W - Floyd Buckley, Charles Mendick, E. A. Krumschmidt; F - Graham Velsey, Cherry Hardy
MODERN ROMANCES (Martha Scott)	NBC 4:45	M thru F - False Witness - (O) by Harry Junkin; with Joan Wetmore, Lee Remick, Tom Coley, Gage Clarke, Edward Andrews
MAGIC COTTAGE	WABD 6pm	M thru F - Curtis Wheeler, Lionel Wilson; (SW & SD)
SIX O'CLOCK REPORT	WCBS 6:05	George Skinner subs for ailing Bill Leonard thru 11/19
CAPTAIN VIDEO	DuM 7pm	(O) by Carey Wilber; with regulars & Bruce Hall, Stewart Bradley, Robert Drew, Will Scholz, Ray Boyle; (thru 12/3)
FERRY COMO	CBS 7:45	M - Kitty Kallen (S)

SATURDAY NOVEMBER 20  
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|                                        |               |                                                                                                                                                                                                                                                                                                      |
|----------------------------------------|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Captain Midnight</u> (Richard Webb) | CBS 11am      | Isle of Mystery - (O) by William Lively, (A) by Wallace Bosco, William Lively; with regulars & Sam Flint, Zon Murray, Victor Sen Yung, David Garcia, Nyra Monsour; (SD)                                                                                                                              |
| SIX O'CLOCK REPORT                     | WCBS 6:05     | kill: Feature with Bill Leonard; add: Rain or Shine, Carol Reed                                                                                                                                                                                                                                      |
| The Range Rider (Jack Mahoney)         | WRCA-TV 6:30  | Outlaw Masquerade - (O) by Joe Richardson; with regulars & Steve Clark, Patric Mitchell, Gregg Barton, Kermit Maynard, Christine McIntyre; (SD) by Wallace Fox                                                                                                                                       |
| MAX LIEEMAN SPECTACULAR (COLOR)        | NBC 9pm       | Best Foot Forward - (O) by John Cecil Holm, Songs by Hugh Martin, Ralph Blane; with Robert Cummings, Marilyn Maxwell, Charlie Applewhite, Jeannie Carson, Pat Carroll, Harrison Muller, Hope Holliday, Arte Johnson, Jimmy Komack, Candi Parsons, Gene Blakely, Howard St. John; Dir by John Gerstad |
| MY FAVORITE HUSBAND                    | CBS 9:30      | (SW) by Sol Saks, Bill Manhoff; with regulars & Steve Dunne, Rodney Bell; (SD) (FROM HOLLYWOOD)                                                                                                                                                                                                      |
| YOUR HIT PARADE                        | NBC 10:30pm   | kill: Polly Bergen (S); Dorothy Collins (S), regular, returns                                                                                                                                                                                                                                        |
| <u>Willy</u>                           | CBS 10:30     | Willy's Los Angeles Offer - with regulars & Joseph Kearns, Jeri Lou James, William Schallert, Dick Ryan, Helen Morningstar, Nancy Dee Zane, Virginia Olsen, Andra Olson; (SD)                                                                                                                        |
| <u>The Lone Wolf</u> (Louis Hayward)   | WRCA-TV 11:15 | Memo: Las Vegas - (O) by Robert C. Dennis; with Nancy Gates, Paul Langton, Jack Lambert, Donna Drake, Russ Conway, DeForest Kelley, Jerry Paris, Gus Schilling; (SD)                                                                                                                                 |

SUNDAY NOVEMBER 21  
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OUT ON THE FARM	NBC 4pm	regulars & Fran Allison (FROM CHICAGO)
<u>Roy Rogers</u> (& Dale Evans)	NBC 6:30	Bad Neighbors - (O) by Dwight Cummins; with regulars & Alan Wells, Jean Howell, Forrest Taylor, Reyford Barnes, Harry Harvey; (SD)
OPERA CAMEOS (G. Martinelli)	DuM 7:30	Excerpts from Thais - opera by Jules Massenet; with Beverly Sills, Martial Singher, (both S), Maria Gambarelli (D)

1. The first part of the document is a list of names and addresses. The names are written in a cursive script, and the addresses are written in a more formal, printed style. The list is organized into two columns, with names on the left and addresses on the right.

2. The second part of the document is a list of names and addresses, similar to the first part. The names are written in a cursive script, and the addresses are written in a more formal, printed style. The list is organized into two columns, with names on the left and addresses on the right.

3. The third part of the document is a list of names and addresses, similar to the first two parts. The names are written in a cursive script, and the addresses are written in a more formal, printed style. The list is organized into two columns, with names on the left and addresses on the right.

4. The fourth part of the document is a list of names and addresses, similar to the first three parts. The names are written in a cursive script, and the addresses are written in a more formal, printed style. The list is organized into two columns, with names on the left and addresses on the right.

5. The fifth part of the document is a list of names and addresses, similar to the first four parts. The names are written in a cursive script, and the addresses are written in a more formal, printed style. The list is organized into two columns, with names on the left and addresses on the right.

6. The sixth part of the document is a list of names and addresses, similar to the first five parts. The names are written in a cursive script, and the addresses are written in a more formal, printed style. The list is organized into two columns, with names on the left and addresses on the right.

7. The seventh part of the document is a list of names and addresses, similar to the first six parts. The names are written in a cursive script, and the addresses are written in a more formal, printed style. The list is organized into two columns, with names on the left and addresses on the right.



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Pepsi-Cola Playhouse ABC 7:30

The Colonel and his Son - with Walter Coy, Kim Charney; (SD)

COLGATE COMEDY HOUR NBC 8pm

Let's Face It - Cole Porter's musical - with Bert Lahr (C), Vivian Blaine (S), Gene Nelson (D), Joan Blondell, Jimmy Gleason, Betty Furness, Virginia Gibson, Robert Strauss, Gloria Jean (S), Pat Horne; (FROM HOLLYWOOD)

TOAST OF THE TOWN CBS 8pm  
(Ed Sullivan)

Filmed interview with Gregory Peck, working in John Huston's Moby Dick; Victor Borge (C&M), Ballets Espanol with Teresa & Luisillo (D); the Four Musketeers of the Met: Roberta Peters, Cesare Siepi, Cesar Valletti, Fernando Corena (all S); Jimmy Boyd (S), Rudy Horn (balancing)

GOODYEAR TELEVISION NBC 9pm  
PLAYHOUSE

Thunder of Silence - (O) by Stewart Stern; with Paul Newman, Richard Bishop, Katherine Squire, Herbert Berghof; (SD) by Jeff Hayden

General Electric CBS 9pm  
Theatre

The Face Is Familiar - (O) by Arthur Ross, (A) by Howard Snyder, Hugh Wedlock; with Jack Benny, Otto Kruger, Jess White, Kem Dibbs, Jean Wills, Joy Lansing; Dir by Frank Tashlin; Prod by Z. Wayne Griffin

Father Knows Best CBS 10pm  
(Young & Wyatt)

Thanksgiving Day - (O) by Ed James, (A) by Dorothy Cooper; with regulars & Rod O'Connor; (SD)

Loretta Young NBC 10pm

Something About Love - (O) by Marian Thompson; with Gene Barry, Casey Adams, Margaret Field, Amanda Randolph, Stuart Randall; (SD) by Harry Keller

The Hunter NBC 10:30  
(Keith Larsen)

The Hunter is Back - (O) by Phil Reisman, Jr.; with Jacques Aubuchon, Frank Marth, Anita Anton, Ronald Dawson

## NEW YORK CITY TALENT AVAILABILITIES

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SARI BIRO - pianist in recently-acclaimed concert at Carnegie Hall - CONTACT: Jeanne Cornell, MA 9-2846

WALTER SLEZAK - acting in Fanny - PRESS: Dick Weaver, MU 5-0210

DONALD DAY - author of The Evolution of Love, published by Dial Press - CONTACT: James Silberman, MU 5-2506

DAN BLUM - author of Pictorial Treasury of Opera in America, published by Greenberg - CONTACT: Dorothy Greenberg, PL 9-1450

VRONSKY & BABIN - duo pianists - AGT: Columbia Artists, CI 7-6900

EDNA BEST - featured in Quadrille - PRESS: Willard Keefe, CH 4-7414

PATACHOU - French singer, arrives here for club engagement - AGT: Lew & Leslie Grade, JU 6-4190

VICTORIA DE LOS ANGELES - soprano of the Met - MGT: NCAC, PL 9-6000

ELIZABETH TAYLOR and VAN JOHNSON - here for premiere of The Last Time I Saw Paris at the Capitol, Nov 17 - CONTACT: MGM, JU 2-2000

YI-KWEI-SZE - bass-baritone soloist at recent UN Concert - MGT: Columbia Artists, CI 7-6900

HY GARDNER - columnist of the N.Y. Herald Tribune, author of Champagne Before Breakfast, published by Henry Holt, CONTACT: Barbara Emerson, MU 8-9100

THEIMA PELISH - character comedienne in The Jamaica Game - PL 7-6300

KIM HUNTER - currently in The Tender Trap - PRESS: Ben Kornzweig, PE 6-2340

AUDREY MEADOWS - MGT: Val Irving, WI 7-6993

CHARLES KORVIN - leading man of the films - CONTACT thru Equity, PL 7-7660

MARY MARTIN - star of Peter Pan - PRESS: Michel Mok, MU 7-5927

PETER CONLOW - dancer - TR 7-4346

NORTON MOCKRIDGE & ROBERT H. PRALL - authors of THE BIG FIX, published by Henry Holt, CONTACT: Barbara Emerson, 8-9100

JULIE ANDREWS - featured performer in The Boy Friend - PRESS: Karl Bernstein, CI 6-0427

LANNY ROSS - subbing for Joan Edwards on her radio show - MGT: NCAC, PL 9-6000

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2. The second part of the document addresses the issue of data security. It highlights the need to protect sensitive information from unauthorized access and disclosure. Key measures mentioned include implementing strong password policies, using encryption for data storage and transmission, and conducting regular security audits to identify and address vulnerabilities.

3. The third part of the document focuses on the importance of regular communication and reporting. It states that timely and accurate reporting is crucial for informed decision-making and for keeping stakeholders updated on the organization's progress. This section also discusses the format and frequency of reports, as well as the roles and responsibilities of different departments in the reporting process.

4. The fourth part of the document discusses the importance of maintaining a clear and concise communication channel. It emphasizes that all communications should be documented and stored in a central location to ensure consistency and avoid confusion. This section also outlines the protocols for handling sensitive information and the importance of confidentiality.

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# Ross Reports ON TELEVISION

INCLUDING

NOVEMBER 22-28, 1954

## THE TELEVISION INDEX

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NUMBER 47

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EDITOR: Jerry Leichter

ASSOC ED: Alvin Sullum

BUS MGR: Marjorie Oxley

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Thursday(25)

ABC- 10:15-11am EST; SPECIAL; Thanksgiving Day Parade - Detroit; from WXYZ-TV(Detroit), no. of stations indefinite. Sponsor- Chrysler Corp (All Division's cars) thru McCann-Erickson, Inc(NY); Acct Exec- Wells W. Spence; Agcy Superv- William E. Berchtold.(Local Detroit commercials will be for J. L. Hudson Co., dept stores, direct; no Chrysler commercials in Detroit). Pkgr- J. L. Hudson Co, Detroit; no production credits available. Ventriloquist Paul Winchell, with "Jerry Mahoney," are narrators for the telecast of the annual Thanksgiving Day parade of J. L. Hudson Co; with elaborate floats, bands and costumed marchers.

CBS- 5-6pm EST; ANNUAL SPECIAL; Festival Hour of Music; from WCBS-TV(NY), 137 stations live, 1 delayed. Sponsor- Longines-Wittnauer Watch Co., Inc thru Victor A. Bennett Co., Inc(NY); Acct Exec- Victor Bennett; Comm Superv & Dir- Alan R. Cartoun; Prog & Comm Anncr- Frank Knight. Pkgr- Longines-Wittnauer Watch Co., Inc; Prod & Dir- Alan R. Cartoun; Co-Dir- Ted Estabrook; Music Dir- Eugene Lowell; Choreog- Tony Charmoli; Music Arrangements- Maurice Gardner & Louis Brunelli; Music Consultant- Rudy Sims; Writers- Harrison J. Cowan & James H. Frankenberry; Sets- Kathleen Ankers. Sixth annual presentation of the "Festival Hour of Music, Song and Dance," featuring a pantomime-ballet on the "Sleeping Beauty" fairy tale theme, with Walter Hampden doing the narration. The Longines Symphonette and the Wittnauer Choraliers will furnish the music.

NBC- 11am-12noon EST; HIGHLIGHT; Home; from WRCA-TV(NY), 75 stations live and delayed. The entire program will be devoted to coverage of Macy's annual Thanksgiving Day parade, with Arlene Francis and Hugh Downs as commentators and interviewers.

NBC- 5-5:30pm EST; SPECIAL; The Ballad of Jacob Stein; from WRCA-TV(NY), to the net. Sustaining. Pkgr- NBC-TV(NY); Prod & Dir- John Bloch; Music Dir- Harry Sosnik; Writer- Norman Lessing; Song Composer- Harry Sosnik; Ballet Music Composer- Betty Jane Walberg. Story-with-music commemorating the American Jewish Tercentenary, the 300th anniversary of the first settlement of Jews in America; with Bill Hayes and Judy Johnson as the revue's balladeers and Walter Matthau as Jacob Stein.

- Page 200 -

THIS WEEK(More)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.





Sunday(28)

ABC- 9:30-10pm EST; DEBUT; What's Going On; from WABC-TV(NY), no. of stations indefinite. Sponsor- Revlon Products Corp (Silken Net Spray, Lanolite Lipstick). Silken Net Spray thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Mrs. Mary Andrews Ayres; Agcy & Comm Superv- Walter Selden; Prog Anncr- Jimmy Blaine; Comm Anncrs- Jimmy Blaine & Lou Prentiss. Lanolite Lipstick thru William H. Weintraub & Co., Inc(NY); Acct Exec- Kay Daly; Agcy Superv- Allan Mitchell; Comm Anncr- Midge Ware. Pkgr- Goodson-Todman Productions(NY); Creative Prod- Allan Sherman; Tech Prod & Dir- Jerome Schnur; Prod Mgr- Mitchell Leiser; Prog Superv- Barbara R. Olsan; Assoc Dir- Willard Mellor; Prog Staff- Frank Wayne & Bob Warner. Panel quiz with Lee Bowmen as m.c. and regulars Kitty Carlisle, Hy Gardner, Audrey Meadows, Cliff Norton, Susan Oakland, Gene Raymond. The regulars are split into two groups, the "ins" and the "outs." The former, in the studio, try to guess what the latter, outside the studio, are doing. The program involves remote live pickups, filmed inserts and live studio action. The program replaces Soldier Parade in this time spot; last show Nov 21.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Elgin Hour (alt Tue, 9:30-10:30pm EST) Production offices moved to ABC, 7 West 66th St. Joan MacDonald, ABC casting, moved to the same address.

CBS- Honestly, Celeste! (Sun, 9:30-10pm EST) Dave Alexander, now producer & director, effective Nov 21; Ed Simmons and Norman Lear are script supervisors.

NBC- Funny Boners; DEBUT Nov 20; Sat, 11-11:30am EST; from KRCA-TV(LA), to the net. Sustaining. Pkgr & Exec Prod- Ralph Edwards; Prod- Leslie Raddatz; Dir- Stuart Phelps; Assoc Prod- Carl Fredericks; Writers- Cal Howard, Leslie Raddatz; Anncr- Easy Marvin. Ventriloquist Jimmy Weldon and his hand puppet, "Webster Webfoot," entertain with songs and comedy and m.c. an audience participation show for children. The children compete in stunts for cash and prizes.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Dollars and Donuts; DEBUT Nov 24; Wed, Thu, Fri, 8:30-9am EST. New York Sponsors- 8 food chain store groups thru Co-ordinated Advertising Corp(NY); Acct Exec- Lester L. Wolff. Pkgr & Prod- T. Norman Palmer; Dir- John Paul Jones. Variety and prize show; starring cartoonist Bill Snel and vocalist Jo Tifft; with comedian Al Monaco and the Sonny Abbott Trio. The program will also have women's club officials as special guests. The program will announce the numbers of "super dollars," a variation of "lucky number" money, with prizes for those shoppers in the sponsoring stores who find the bills.

WABC-TV - Bamberger's Thanksgiving Day Parade; SPECIAL Nov 25; Thu, 11am-12noon. Pkgr- ABC-TV with Bamberger's; Prod & Dir- Bill Balaban. WABC stars are featured in the traditional Newark, N. J., dept store parade.

WRCA-TV(Ch 4) - Answers to Cancer; SPECIAL Nov 21; Sun, 2-2:30pm EST; feed also to New York WABD(Ch 5) & WOR-TV(Ch 9). Sustaining, public service. Pkgr- WRCA-TV with NYC Cancer Committee, American Cancer Society; Exec Prod- Bill Berns; Prod- Harry Olesker. Ben Grauer will be m.c. for a panel of distinguished doctors and research specialists who will answer viewers' questions, telephoned direct to the program, on cancer. Cancer will be explained to viewers in laymen's terms.

WRCA-TV - Weekend Workshop; DEBUT Nov 20; Sat, 12noon-1pm EST; from WNBQ(Chi) to WRCA-TV. Sustaining. Pkgr- WNBQ(Chi); Prod- George Heineman; Dir- Paul Robinson. Jim Hamilton and Kay Westfall explain and demonstrate "major" and "minor" household maintenance and handyman problems.





## LOCAL STATION ACTIVITY(Cont'd)

- WPIX(Ch 11) - Salute to Army and Navy; SPECIAL Nov 23; Tue, 9-10:30pm. Sustaining.  
New York Pkgr- WPIX; Prod- Arthur Susskind Jr.; Dir- Mike Meltzer. Jimmy Powers interviews some of the past stars of Army and Navy football contests along with interviews with members of current coaching staffs of the service academies. Films of past games and scenes at the two academies will be integrated.
- WPTZ(Ch 3) - The Bobby Shantz Program; DEBUT Nov 20; Sat, 12:15-12:30pm EST.  
Philadelphia Bobby Shantz, star pitcher for the Kansas City Athletics, conducts an interview and sports quiz program for children. Shantz interviews prominent sports figures and celebrities.

## PRODUCTION AND PROGRAMMING NEWS

FILM DIGEST: Television film production in Hollywood now provides 46 per cent of the employment for 70 per cent of SAG members in the up to \$7500 a year level, according to the latest survey reported at SAG's annual meeting. The guild has collected and distributed \$268,294 in residuals covering re-use of TV films and TV release of feature films made after Aug 1, 1948..... Joe Kirkwood and J. G. Thompson have formed Kirkwood Enterprises, Inc., at 9553 West Pico, Los Angeles, to package TV series, with the first scheduled to star Kirkwood as a golf pro. ....Studio City Television Productions, Inc is rolling on the third group of 13 films in the Stories of the Century series, with William Witney directing.....Lawrence Menkin has been named director of programs for Guild Films Co., Inc., supervising all new series scheduled by the company. He will also create and develop new program ideas and will serve as program liaison official with stations belonging to associated Vitapix group. Guild also announced that it had signed a 10-year lease for new quarters in the new Marion Davies building, 460 Park Ave., New York, with occupancy slated for mid-January.

Major question reported to be bothering net execs since some top comics decided they wanted to do their programs on film: who will pick up the tab for hyper-critical stars who don't like the results of a week's filming? There's a divided jury on whether filming will help some current formats because of the manner in which the shows are put together -- and also the way some have come apart. Also bothering the execs in connection with the comic film trend; some good shows are beginning to sag after several years as the nets firm up opposition to each other in key hours. Next fall's programming picture may see as many big changes as this just past.

Guild Films' Connie Haines Show went into production last week with Duke Goldstone producing and directing.....Kenneth Crane has been upped to editorial supervisor of all Gross-Krasne productions, in addition to his duties as film editor of the Louis Hayward Lone Wolf series. The latter, incidentally, had its shooting held up a couple of weeks by the star's illness; affecting the shooting schedules on other production at California studios.....National Telefilm Associates' "TV Tic Tac Toe" giveaway promotion contest has been set for 22 markets, with the firm sure that it will go over the 100-market required level before the gimmick gets under way on January 17, 1955.

NEWS & COMMENT: Hugh M. Beville Jr., NBC's director of research and planning, continued with the net's current drive to explain the differences between rating services, with the weight of the explanation pushing the A. C. Nielsen service, as contrasted with American Research Bureau and Trendex. Mr. Beville ignored The Pulse, which uses a method, recall interview, not utilized by the other three; an unusual snub since one usually lists all types of services when covering a field for contrast. Whatever the reasons, if any of the explanations take, the effect should be all to the good, since too many involved in radio and TV have always glibly misused statistics. Beville spoke last Thursday before a study group of the Ad Club of New York.

WTTG(Wash), using General Teleradio's "Million Dollar Movie" package as the basis, retreats to a "more 'concentrated' weekday program schedule," beginning Monday, Nov 29. The station emphasizes that it is not retrenching, but rather "changing the emphasis in our operation." Beginning that day the station will open programming at 2pm, contrasted with its current 9:45am opening time. Since the station also announced that it has purchased five half-hour telefilm series, with others still being negotiated, as well as another feature film package, the ax will probably fall on most of its local m.c.'s and other personalities. WTOP(Wash) also recently reorganized its schedule, dropping some local personalities because of the pressure of network packages and also increased costs.

PERSONNEL CHANGES: Sol Saks, head writer and associate producer of CBS-TV's My Favorite Husband has asked for a release from his net contract, effective with the appointment of a replacement.....William M. Materne has been named an account exec in CBS Television Network Sales in New York.....Charles Holden has been named production manager of the CBS Television network program dept in Hollywood, with added duties as CBS Television color supervisor on the West Coast.....Edmund C. Bunker has been named general manager of WOKY-TV(Milwaukee), newly purchased by CBS, shifting from his post as general sales manager of KNXT(LA) and the Columbia Pacific Network.....Dick Irving Hyland, has closed his Hollywood literary agency and has joined MCA in Hollywood as an exec in the literary department.....William C. Patterson, now with Cecil & Presbrey as radio and TV director, moves to Grant Advertising, New York, with the same title after the first of the year.







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Most of the shows on November 19, 20, 21 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, November 26. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

## FRIDAY NOVEMBER 19

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MAMA (Peggy Wood)	CBS 8pm	(O) by Frank Gabrielson; with regulars & Vaughn Taylor, Noel Leslie; (SD)
THE STRANGER (Robert Carroll)	DuM 9pm	<u>Corpus Delicti</u> - (O) by Don Agger; with Edward Binns, James Broderick, Charlotte Manson, Carol Somers; (SD)
CHANCE OF A LIFETIME	DuM 10pm	The Four Esquires (S), Bill Fellows (pantomimist)
<u>The Lineup</u> (Warner Anderson)	CBS 10pm	<u>Cop Killer</u> - (O) by Blake Edwards; with regulars & Marshall Reed, Bill Kennedy, Joe Bailey, Junius Matthews; Dir by Earl Bellamy

## SATURDAY NOVEMBER 20

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|                                     |          |                                                                                                                             |
|-------------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------|
| ETHEL AND ALBERT<br>(Lynch & Bunce) | NBC 7:30 | regulars & Maurice Wells, Helen Ray, Harrison Dowd, Margaret Hamilton, Muriel Kirkland, William Keene, Dickie Orlan; (SW,D) |
| MY FAVORITE HUSBAND                 | CBS 9:30 | (O) by James O'Hanlon; with regulars; (SD, FROM HOLLYWOOD)                                                                  |
| STORK CLUB<br>(Sherman Billingsley) | ABC 10pm | Polly Bergen (S), Frank Fontaine (C), The Chordettes (S), Joan Roberts                                                      |

## SUNDAY NOVEMBER 21

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LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	<u>Thanksgiving</u> - (O) by Palmer Thompson; with Jonathan Harris, Flora Campbell, Michael Rosenberg, Clay Hall; (SD)
AMERICAN INVENTORY	NBC 12:30	<u>The Islands of Langerhans</u> - (O) by William Welch; with Cliff Robertson, Don Gibson, Francis Fallon, John Kellogg, Coe Norton, Martin Rudy; Dir by John Newland
FRONTIERS OF FAITH	NBC 1:30	<u>Trapdoor</u> - (O) by Morton Wishengrad; with Joseph Wiseman, Betty Miller, Stephen Chase, Wesley Addy; (SD)
OMNIBUS (Alistair Cooke)	CBS 5pm	<u>Antigone</u> - Dudley Fitts & Robert Fitzgerald adaptation of Sophocles, TV (A) by TV-Radio Workshop; with Beatrice Straight, Marian Seldes, Barry Jones, Kevin McCarthy, Shepperd Strudwick, Philip Bourneuf, Virginia Kaye, Martin Brooks, Bruce Gordon; Dir by Sidney Lumet; Dick Button (skater); <u>Corral</u> - Prod by National Film Board of Canada (Tom Daly); Dir - Colin Low
HALLMARK HALL OF FAME	NBC 5pm	<u>President for a Day</u> - (O) by Nelson Gidding; with Richard Simmons, Peggy Campbell, Nestor Paiva, Richard Patton, Venetia Stevenson; (SD, FROM HOLLYWOOD)
<u>Sunday Supplement</u>	WAED 6pm (COLOR)	<u>The American Farmer</u> - (O) by Ralph Schoolman, Narr. by Joseph March, Dir by Sidney Myers, Prod by Ford; <u>Man on the Land</u> - (O) by William Roberts (Amer. Petroleum); <u>Beautiful Country</u> (Can. R.R.)
YOU ARE THERE (Walter Cronkite)	CBS 6:30 (COLOR)	<u>The Trial of Belle Starr</u> - (O) by Kate Nickerson; with Olive Deering, Robert Emhardt, Ross Martin, Jay Barney, John Marley, Royal Dano, Russell Hardie, Haim Winant, Charles Welch, Peter Gumeny, Georgia Heaslip; (SD)
<u>Private Secretary</u> (Ann Sothern)	CBS 7:30	<u>Original and Two Carbons</u> - (O) by Richard Morris; with regulars & John Sutton, Marguerite Chapman; (SD)
MR. PEEPERS (W. Cox)	NBC 7:30	regulars & Gage Clarke; (SW & SD)
COLGATE COMEDY HOUR	NBC 8pm	<u>Let's Face It</u> - Book by Herbert & Dorothy Fields, Music by Cole Porter, TV (A) by Edmund L. Hartmann; with Bert Lahr, Vivian Blaine, Gene Nelson, Jimmie Gleason, Betty Furness, Gloria Jean, Pat Horn; Dir by Sidney Smith; Choreog by Al White, Jr.; prod by Bob Welch, assisted by Richard Krakeur (FROM HOLLYWOOD)
ROCKY KING, DETECTIVE (Rocky & Todd Karns)	DuM 9pm	<u>Pattern for Death</u> - (O) by Gordon Fell; with regulars & Sada Thompson, Fred Downs, Joseph Foley, Charles Rae King, Allan Hale; (SD)
HONESTLY, CELESTE! (Celeste Holm)	CBS 9:30	Jose Perez, David Opatoshu, Melba Rae, Kip McArdle; Dir by David Alexander, replacing Joe Scibetta in that capacity; (SW)

[The page contains extremely faint, illegible text, likely bleed-through from the reverse side. The text is organized into several paragraphs and possibly a list or table structure, but the characters are too light to transcribe accurately.]



SUNDAY NOVEMBER 21 (Cont'd)  
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LIFE BEGINS AT 80 DuM 9:30

regulars & Giovanni Martinelli (S)

MONDAY NOVEMBER 22  
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Sherlock Holmes WRCA-TV 7pm  
 (Ronald Howard  
 & H. Marion Crawford)

CAESAR'S HOUR NBC 8pm

ILONA MASSEY WABD 8pm  
 ARTHUR GODFREY'S CBS 8:30  
 TALENT SCOUTS

VOICE OF FIRESTONE ABC 8:30

December Bride CBS 9:30  
 (Spring Byington)

ROBERT MONTGOMERY NBC 9:30  
 PRESENTS

STUDIO ONE CBS 10pm

The Case of the Winthrop Legend - (O) by Harold Jack Bloom;  
 with regulars & Ivan Desny, Meg Lemonnier, Peter Copley, Jr.,  
 Charles Perry; (SD)

add regular Nanette Fabray; & Ellen Parker, Paul Reed; (SW,D)

Sol Hurok (impresario)

JoAnn Lear (S), Richard Wilson (S), Will Holt (S)

Robert Rounseville (S)

Lily's Mother in Law - (SW) by Parke Levy with Lou Derman  
 Ellis Marcus; with regulars & Grandon Rhodes, Esther Dale,  
 Mario Siletti, Joe Barry; (SD)

Homecoming - (O) by Noel B. Gerson; with Don Taylor, June  
 Dayton, John Lupton, Joanne Woodward, Marcus Valen, Ken Kon-  
 opka; (SD)

Joey - (O) by A. J. Russell; with Orson Bean, Geraldine  
 Brooks, Louise Larabee, Maxine Stuart, Rusty Lane, Alan Devitt  
 Jerome Ansbacher, Dickie Olsen. O. Z. Whitehead, LeRoi Operti  
 Robert Lieb; (SD) by Paul Nickell

TUESDAY NOVEMBER 23  
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Ella Raines WRCA-TV 7pm

Waterfront WABD 7:30  
 (Preston Foster)

Cavalcade of America ABC 7:30

RED SKELTON CBS 8pm

MARTHA RAYE NBC 8pm

Halls of Ivy CBS 8:30

Studio 57 DuM 8:30

Inner Sanctum WOR-TV 9pm

Fireside Theater NBC 9pm  
 (Gene Raymond)

Danny Thomas ABC 9pm  
 (Jean Hagen)

UNITED STATES ABC 9:30  
 STEEL HOUR

ARMSTRONG'S CIRCLE NBC 9:30  
 THEATRE

DANGER CBS 9:30

LIFE WITH FATHER CBS 10pm  
 (Ames & Tuttle)

Burlingame Case - (O) by Patricia Coleman; with John Kerr,  
 Charles Dingle, Marjorie Barrett, Stefan Schnabel, Francis  
 Compton, Ann Dere, Frances Meehan; (SD) by James Nielson

Troubled Waters - (O) by Frank Moss, Lee Berg; with Harry  
 Lauter, Douglas Dick, Ray Teal, Jeff Donnell, Dan Brennan; (D)

American Thanksgiving - with Richard Gaines, Walter Coy,  
 Larry Johns, Dick Rich, Helen Van Tuyl; (SD)

Dorothy Shay (S) (FROM HOLLYWOOD)

Milton Berle (C), Paul Lynde (C)

regulars & John Litel, Henry Hull; (SW & SD)

Cubs of the Bear - (O) by Dean Reisner; with Richard Wessell,  
 David Saber, Joey Larson, Virginia Carroll; (SD) by John  
 English

Hour of Darkness - (SW) by Samuel Elkin; with Jo Van Fleet,  
 James Gregory, Philip Kenneally, Harry Stanton, Jim Dolan; (SD)

The Last Hat - (O) by Jacland Marmur, (A) by David Victor,  
 Herbert Little, Jr.; with John Warburton, Betty Lynn, Jim  
 Davis, Jay Novello, Richard Simmons, Bill Hudson, Dean Cromer

Margaret's Aunt - (O) by Mac Benoff; with regulars & Nana  
 Bryant, Louise Lorimer; (SD)

King's Pawn - (O) by Walter C. Brown (from The Man in the  
Goldfish Bowl), (A) by Irving Gaynor Neiman; with John For-  
 sythe, Janet Blair, Neil Hamilton, Michael Gorrin, Heywood  
 Hale Broun, John Shay, John Becher, Chester Stratton, Anne  
 Seymour; (SD)

The Brink of Disaster - (O) by Jay Presson; with William  
 Prince, Ed Begley, Joanne Woodward, Kevin Coughlin; (SD)

Circle of Doom - (O) by Richard Lortz, based on incident in  
 life of Mrs. Cherry Lander; with Mary Astor, P. Jay Sidney,  
 Fred Miller, Frances Foster, Arleigh Peterson, Anita Patterson  
 Courtenay Olden, Rosetta LeNoire, Tillie Born, Roger O'Hardie-  
 no, Milton J. Williams, John Bouie, Willis Pinkett, Honey  
 Coles; Choreography - Peter Birch; Music - David Broekman

Father and Thanksgiving - (SW) by Whitfield Cook; with regu-  
 lars & John Patrick; (SD)

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WEDNESDAY NOVEMBER 24

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<u>Wild Bill Hickok</u>	WRCA-TV 6pm	<u>Three Men on Two Horses</u> - with regulars & Anne Kimbell; (SW,D)
<u>Disneyland</u> (Walt Disney)	ABC 7:30	<u>So Dear to My Heart</u> - based on Sterling North's novel; with Bobby Driscoll, Beulah Bondi, Luana Patten, Burl Ives; Songs by Ticker Freeman, Irving Taylor, Don Raye, Gene DePaul, Robert Wells, Mel Torme
<u>I Married Joan</u> (Davis)	NBC 8pm	(O) by Sherwood Schwartz, Jesse Goldstein, Phil Sharp; with regulars & Sig Ruman; (SD)
<u>New Stu Erwin Show</u> (June Collyer)	ABC 8:30	<u>Father's Boy</u> - (O) by Edward E. Seabrook & Homer McCoy; with regulars & James Gleason, Willie Best, Harry Hayden, Jeff York, Bill Pullen, Anthony Snyder; (SD)
KRAFT TELEVISION THEATRE	NBC 9pm	<u>Emma</u> - (O) by Jane Austen, (A) by Peter Donat, Martine Bartlett; with Felicia Montealegre, Peter Cookson, Roddy McDowall, Martine Bartlett, Peter Donat, Sarah Marshall, Nydia Westman, Stafford Dickens; (SD)
CHICAGO SYMPHONY	DuM 9pm	George Schick conducts (FROM CHICAGO)
<u>Adolphe Menjou's</u> <u>Favorite Story</u>	WOR-TV 9:30	<u>Colonel Esteban's Duel</u> - (O) by Alexandre Dumas; (A)-(SW); with Pamela Duncan, Kim Spaulding, Michael Hale, Paul Marion, Jan Arvan; (SD)
<u>Douglas Fairbanks</u>	WRCA-TV 10:30	<u>The Relative Truth</u> - with Sheila Monahan, Patrick Holt; (SD)
<u>Big Town</u> (Mark Stevens)	NBC 10:30	regulars & Lyn Stalmaster, Barry Kelley; (SW & SD, SEEN WRCA-TV Mon 10:30-11pm)
THURSDAY NOVEMBER 25 ~~~~~		
THE BALLAD OF JACOB STEIN	NBC 5pm	(O) by Norman Lessing; with Bill Hayes, Judy Johnson (both S), Walter Matthau, Jim Boles, Robert Lieb; Songs by Harry Sosnik, Ballet Music by Betty Jane Walberg; Choreog by Bob Herget; Prod & Dir by John Bloch (THIS TIME ONLY)
FESTIVAL HOUR OF MUSIC (Frank Knight)	CBS 5pm	(O) by Harrison J. Cowan & James H. Frankenberry; with Walter Hampden, Hubert Hendrie (S), Beverly Lunsford, Luanna Gardner (latter 2, D); Leo Kruczek, Lazlo Varga, Lucille Lawrence (all M); Longines Symphonette Conducted by Eugene Lowell; Prod & Dir by Alan Cartoun (THIS TIME ONLY)
<u>Foreign Intrigue</u> (Gerald Mohr)	WRCA-TV 7pm	<u>F. I. in the Jewel Theft</u> - (O) by Gene Levitt; with Margareta Fahlen; (SD)
<u>Ray Milland</u> (Phyllis Avery)	CBS 8pm	(O) by Lou Breslow & Rik Vollaerts; with regulars including Madge Blake, Lloyd Corrigan; (SD)
THE MAIL STORY	ABC 8pm	<u>The Missing Dies</u> - (O) by Max Ehrlich; with Alan Devitt, Eugene Francis, Casey Walter, Arthur Koulias, Frank Fenton, Jay Barney, Jerry Eskow, Barbara Karen; (SD)
<u>Treasury Men</u> <u>in Action</u>	ABC 8:30	<u>The Case of the Green Feathers</u> - (O) by Robert Sloane; with George Wallace, Anna Navarro, Martin Garralaga, William Boyett; (SD) by Gerald Mayer
JUSTICE (Gary Merrill)	NBC 8:30	<u>The Invader</u> - (O) by George Ault; with Betty Field, Carmen Mathews, Frank Overton, Lynn Loring; (SD)
CLIMAX! (William Lundigan)	CBS 8:30	<u>The After House</u> - (O) by Mary Roberts Rinehart, (A) by Gil Doud; with Steve Cochran, Patricia Medina, Barton MacLane, Minor Watson; (SD) by Allen Reisner (FROM HOLLYWOOD)
SO YOU WANT TO LEAD-BAND	ABC 9pm	Jill Corey (S)
<u>Dragnet</u> (Jack Webb)	NBC 9pm	<u>The Big Want Ad</u> - with regulars & Virginia Gregg, Clarence Cassell, Harlan Warde, Helen Andrews, Tom McKee; (SW & SD)
<u>Four Star Playhouse</u>	CBS 9:30	<u>Marked Down</u> - (O) by J. Gwen Bagni; with Ida Lupino, Hal March, Joan Banks, James Stone, Sarah Selby, Joy Lansing, Lyn Guild; Dir by William A. Seiter
KRAFT TELEVISION THEATRE	ABC 9:30	<u>Run for the Money</u> - (O) by Frank D. Gilroy; with Jamie Smith, Phyllis Love, Joseph Sweeney, Paul McVey, John Gibson, Mary K. Wells, Al Markim; (SD)
<u>Ford Theatre</u>	CBC 9:30 (COLOR)	<u>The Legal Beagles</u> - (O) by Robert Bailey & Hugh King; with Laraine Day, Richard Denning, Duncan Richardson, Trevor Bar-dette, Edith Leslie; (SD) by James Neilson





THURSDAY NOVEMBER 25 (Cont'd)  
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LUX VIDEO THEATRE NBC 10pm  
 (James Mason)

A Medal for Benny - (O) by John Steinbeck & Jack Wagner, Screenplay by Frank Butler, additional dialogue by Jack Wagner, TV (A) by Sanford Barnett; with J. Carol Naish, Ann Bancroft, Rick Jason; (SD, FROM HOLLYWOOD)

Public Defender CBS 10pm  
 (Reed Hadley)

All That Glitters - (O) by William P. Rousseau; with George Chandler, Don Kennedy, Fred Graham, Casey Adams, Maudie Prickett; (SD)

FRIDAY NOVEMBER 26  
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GUY LOMBARDO WRCA-TV 7pm  
Adventures of ABC 7:30  
Rin-Tin-Tin

Victor Borge & wife  
Rin-Tin-Tin and the Apache Chief - (O) by Douglas Heyes & Lee Berg; with regulars & Fred Foote, Karen Green

Secret Files, U.S.A. WABD 8pm  
 (Robert Alda)

Mission AWOL - with A. J. Gousmidt, C. J. Hessels, Henk Rutgers, Malvin Barer; (SW & SD)

Topper CBS 8:30

Jury Duty - (SW) by Robert Riley Crutcher; with regulars & Willis Bouchee, Leigh Snowden, Patti McKaye, James Parnell, Larry Blake, William Phillips, Barbara Bestar, Charlotte Knight, Charles Delaney; (SD) by Leslie Goodwins

Ray Bolger ABC 8:30

The Novelist - with regulars & Doris Singleton; (SW & SD)

Life of Riley NBC 8:30

regulars including Sterling Holloway; (SW & SD)

THE BIG STORY NBC 9pm  
 (Norman Rose)

Norman Agathon, Sioux City, Iowa Journal - (O) by Paul Monash; with Wesley Lau, Constance Clausen, Remo Pisani, Herb Nelson, Jim Millhollin, Stephen Gray, Wright King, Carl Don, Val Avery

Schlitz Playhouse CBS 9pm

Mystery of Murder - (O) by David Boehm, (A) by Eric Scott; with Bruce Bennett, Frances Rafferty, Christopher Dark, Gilbert Fallman, Byron Foulger; (SD) by Robert Florey

THE STRANGER DuM 9pm  
 (Robert Carroll)

Breakaway - (O) by James Blumgarten; with Lamont Johnson, Loretta Leversee, Martin Balsam, Joe Abdullah, Tommy Halloran; (SD)

Our Miss Brooks CBS 9:30

regulars & Jack Diamond, William Newell, Bill Nelson; (SW & SD)

The Vise ABC 9:30  
 (Ron Randall)

The Fair and the Fallen - with Anthony Snell, Josephine Douglas, Jean Aubrey; (SW & SD)

The Lineup CBS 10pm  
 (Warner Anderson)

The Dunn Case - (O) by E. Jack Neuman; with regulars & George Wallace, Kem Dibbs, John Damler, Joan Hovis; Dir by Felix Feist

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 19 THRU FRIDAY NOVEMBER 26  
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MORNING SHOW CBS 7am

M thru F - regulars & Julius LaRosa (S)

GEORGE SKINNER WCBS 9am

regulars & : Tu - Gail Davis

GARRY MOORE CBS 10am

regulars & F (11/26) - The Brick Brothers & "Mr. Murphy" (trampoline), Fletcher Peck & Ray Malone (S&D), Marian MacPartland (M)

HOME NBC 11am

M - Marais & Miranda (S)

TED STEELE WOR-TV 3pm

M thru F - Trudi Richards, Bob Carroll (both S), Dana & Wood (C)

THE WORLD OF MR. SWEENEY (Charlie Ruggles) NBC 4:30

regulars & M - Harrison Dowd; Tu - Carol Veazie, Elizabeth Watts; W - Michael Dreyfuss; Thu - MacLean Savage; F - Marion Shockley

MODERN ROMANCES NBC 4:45  
 (Martha Scott)

M thru F - Alibi - (O) by Harry Junkin; with Audra Lindley, Dean Harens, Dorothy Elder, Edward Peck, Abby Lewis, Lester Lonergan, Jr.; Dir by Tom Reynolds

SIX O'CLOCK REPORT WCBS 6pm

M & Tu - Ron Cochran subs for Robert Trout

MAGIC COTTAGE WABD 6pm

M thru F - Vince O'Brien, Earl Hammond; (SW & SD)

COKE TIME-E. FISHER NBC 7:30

W - Morton Downey (S)

DINAH SHORE NBC 7:30

Tu (½ hr this date only) - George Gobel (C), Patrice Munsel, Peggy Lee, Kitty Kallen (latter 3, S) (FROM HOLLYWOOD)

TONIGHT NBC 11:30  
 (Steve Allen)

F (11/19) - Woody Herman (M), Bob & Ray (C); M - Henry Morgan (C), Willie Mosconi (billiards); Tu - Burl Ives (S); W - Jim Moran (publicist), Sauter-Finnegan Orch.; Thu - Louis Nye (C)





SATURDAY NOVEMBER 27

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|                                           |               |                                                                                                                                                                                                         |
|-------------------------------------------|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Captain Midnight</u><br>(Richard Webb) | CBS 11am      | <u>The Curse of the Pharoahs</u> - (O) by George Bricker; with regulars & George Eldredge, Otto Reichow, Naji, Frank Lackteen                                                                           |
| <u>The Range Rider</u><br>(Jack Mahoney)  | WRCA-TV 6:30  | <u>Border Trouble</u> - (O) by Earle Snell; with regulars & Paul Fierro, Henry Rowland, Bob Wilke, Gloria Sanders, Muriel Landers                                                                       |
| JIMMY DURANTE<br>(Eddie Jackson)          | NBC 9:30      | Margaret Truman & Durante regulars; Prod & Dir by William Harmon (FROM HOLLYWOOD)                                                                                                                       |
| <u>Willy</u><br>(June Havoc)              | CBS 10:30     | <u>Willy and the French Hat</u> - (O) by Alan Lipscomb & Bob Fisher; with regulars & Alice Wellman, Paula Raymond, Tom Brown, Charles Halton, William Schallert, Helen Morningstar, Bennett Green; (SD) |
| <u>The Lone Wolf</u><br>(Louis Hayward)   | WRCA-TV 11:15 | <u>Memo: Newhall</u> - (O) by Bernard Girard; with Mary Beth Hughes, Tom Powers, Frank Ferguson, Francis Pierlot, Virginia Brissac, Richard Benedict, Gil Frye, Maxine Marlowe, Ruth Robinson; (SD)     |

SUNDAY NOVEMBER 28

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| HALLMARK HALL<br>OF FAME                    | NBC 4pm<br>(COLOR) | <u>Macbeth</u> - (O) by William Shakespeare, TV (A) & Prod by Maurice Evans, Judith Anderson, Richard Waring, Staats Cotsworth, Pat O'Malley, House Jameson, Margot Stevenson, Guy Sorel, Frieda Altman, Noel Leslie, William Woodson, Edward Jerome, Basil Langton, Robert Carricart, Peter Fernandez, Maude Scheerer, Jane Rose, Roger Hamilton, Ford Rainey, Michael Kane, John Reese, George Ebeling, Val Wrenne, Rhoden Streeter, Nan MacFarland, Roy Dean; Dir by George Schaefer (2 HRS) |
| <u>The Search</u><br>(Charles Romine)       | CBS 4:30           | <u>Cloud Physics Project of U. of Chi. Meteorology Dept</u> - (O) by Sam Locke; (SD)                                                                                                                                                                                                                                                                                                                                                                                                            |
| <u>Roy Rogers</u><br>(& Dale Evans)         | NBC 6:30           | <u>The Outlaws of Paradise Valley</u> - (O) by M. M. Raison; with regulars & Pierre Watkin, Pamela Duncan, Rick Vallin, Rusty Wescoatt, Russ Scott, Dick Avonde, Harry Harvey, Jack O'Shea, Sandy Sanders, Cheryl Rogers; (SD)                                                                                                                                                                                                                                                                  |
| JACK BENNY                                  | CBS 7:30           | regulars & Mel Blanc, Joe Besser, Jimmy Baird, Harry Shearer (SW & SD, FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                                                                                                          |
| OPERA CAMEOS<br>(G. Martinelli)             | DuM 7:30           | <u>Madama Butterfly</u> - excerpts from opera by Puccini; with Tomiko Kanazawa, Jim Hawthorne, Margaret Roggero; (SD)                                                                                                                                                                                                                                                                                                                                                                           |
| <u>Pepsi-Cola Playhouse</u>                 | ABC 7:30           | <u>Desert Reckoning</u> - with Whitfield Connor, Ross Ford, Jaclynne Greene; (SD)                                                                                                                                                                                                                                                                                                                                                                                                               |
| COLGATE COMEDY HOUR                         | NBC 8pm            | Gordon MacRae (S) as host; Gene Sheldon (C), others to be announced; (FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                                                                                                           |
| TOAST OF THE TOWN<br>(Ed Sullivan)          | CBS 8pm            | Scenes from <u>Fanny</u> - (O) by S. N. Behrman & Joshua Logan, based on trilogy of Marcel Pagnol; Music & Lyrics by Harold Rome; with Ezio Pinza (S), William Tabbert (S), Florence Henderson (S), Lloyd Reese & Fanny Co.; Teresa Brewer (S), Collier's All-America Football Team for 1954, Princeton Triangle Club, Jay Marshall (C)                                                                                                                                                         |
| GENERAL ELECTRIC<br>THEATER (Ronald Reagan) | CBS 9pm            | <u>The Rider on the Pale Horse</u> - (O) by Helen Eustis, (A) by Arnold Schulman; with Eva Marie Saint, Lee Marvin, others to be announced; (SD, FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                                |
| <u>Father Knows Best</u><br>(Robert Young)  | CBS 10pm           | <u>Second Honeymoon</u> - (SW) by Paul West; with regulars & Sydney Mason, Joy Rogers; (SD)                                                                                                                                                                                                                                                                                                                                                                                                     |
| <u>Loretta Young</u>                        | NBC 10pm           | <u>Our Sacred Honor</u> - (O) by Lowell S. Hawley; with John Bryant, James Bell, Roy Gordon, Helen Mayon, Michael Whelan, Brett King, Mark Dana, Patrick O'Moore; (SD)                                                                                                                                                                                                                                                                                                                          |
| <u>The Hunter</u><br>(Keith Larsen)         | NBC 10:30          | <u>Czech-Mate</u> - (O) by Bradford Ropes; with Brandon Peters, Steve Gravers, Boris Aplon, Anna Minot, Edward Groag, Ralph Browne                                                                                                                                                                                                                                                                                                                                                              |

NEW YORK TALENT AVAILABILITIES

\*\*\*\*\*

|                                                                                                                                                                       |                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| ROBERT CASADESUS - pianist & composer featured with Little Orchestra Society conducted by Thomas Scherman at Town Hall, Nov. 22 - PRESS: Elizabeth Winston, JU 6-0987 | HUGH O'BRIAN - in <u>There's No Business Like Show Business</u> - CONTACT: Bill Stutman, CO 5-3320                     |
| GAIL DAVIS - "Annie Oakley" - CONTACT: Walter A. Scanlon, CBS-TV Film Sales, PL 1-2345                                                                                | GEORGE SHEARING - available Dec 16 thru Jan 12 - CONTACT: Dick Alen, Shaw Artists, MU 8-2230                           |
| SYLVIA G.L. DANNETT & FRANK R. RACHEL - authors of <u>Arthur Murray's Pictorial Story of Social Dancing</u> - CONTACT: Dorothy Greenberg, PL9-1450                    | JACQUES BERGERAC - stars in <u>Twist of Fate</u> opposite his wife, Ginger Rogers - CONTACT: Mort Nathanson, CI 5-6000 |
| ROSS REPORTS - 11/21/54 - Page E                                                                                                                                      | HELEN TRAUBEL - soon to be seen in <u>Deep in My Heart</u> - PRESS: Elizabeth Winston, JU 6-0987                       |

TALENT AVAILABILITIES

[The page contains extremely faint, illegible text, likely bleed-through from the reverse side. The text is organized into several paragraphs and appears to be a formal document or report. Some fragments of text are visible, such as "The following information is being provided to you for your information only.", "This information is confidential and should be handled accordingly.", and "The information is being provided to you for your information only."]



# Ross Reports ON TELEVISION

NOV 29-DEC 5, 1954

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ASSOC ED: Alvin Sullum  
BUS MGR: Marjorie Oxley

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Tuesday(30)

NBC- 12:15-12:30pm EST; SPECIAL; International Livestock Exposition; from WNBQ (Chi), stations indefinite. Sponsor- Charles Pfizer & Co (Feed supplements and farm products) thru Leo Burnett Co., Inc(Chi); Acct Superv- Charles Husting; Acct Exec- Ed Thiele. Production information not available at press time. John Cameron Swayze is m.c. for a hog-judging contest, in conjunction with the International Livestock Exposition, the program originating from the Normandy Room of the Conrad Hilton Hotel, Chicago. Films of last year's contest will also be shown. Program pre-empts 12:15-12:30 segment of the Betty White Show this date only. See also next item.

NBC- 3-4pm EST; SPECIAL; International Livestock Exposition; from WNBQ(Chi), no. of stations indefinite. Sponsor- Allis-Chalmers Mfg. Co. (Tractors, Farm Equipment, Road Machinery) thru Bert S. Gittins Advertising(Milwaukee). No account or production information available. NBC farm commentator Everett Mitchell and Mal Hansen, farm service director for WOW & WOW-TV(Omaha) share m.c. duties for the 7th consecutive year for NBC-TV's telecast of the International Livestock Exposition at Chicago's International Amphitheater, with Hansen handling the arena events and Mitchell the studio-originated features. The program will include special reports and integrated films. The program pre-empts for one day only, the Tuesday segments of the following dramatic serials: The Greatest Gift, 3-3:15pm; Golden Windows, 3:15-3:30pm; One Man's Family, 3:30-3:45pm; and Concerning Miss Marlowe, 3:45-4pm.

#### Sunday(December 5)

NBC- 4-4:30pm EST; RETURN & NET CHANGE; Juvenile Jury; from WRCA-TV(NY), to the net. Sustaining. Pkgr- Barry, Enright & Friendly(NY); Prod Superv By- Mike Oppenheimer; Dir- Craig Allen (tentative). Jack Barry, as host, is assisted by a panel of five youngsters, ranging in age from 5 to 10 years, who offer solutions for problems posed by visiting youngsters. Each week's panel is drawn from a pool of eight children, rotated from week to week. The program debuted over NBC-TV on June 19, 1951, and was seen at different periods until it moved to CBS-TV, Oct 11, 1953. Last show on CBS was Sept 14, 1954. In its new NBC spot it replaces Out on the Farm; last show Nov 20. (Beginning Jan 9, 1955, Juvenile Jury will be sponsored by Pharmaceuticals, Inc (Geritol) thru Edward Kletter Associates, Inc(NY); Acct Exec- Edward Kletter; Agcy & Comm Superv- Don Blauhut. Pharmaceuticals, Inc., was sponsor of the show during its CBS run.).

- Page 203 -

THIS WEEK(More)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.





Sunday(December 5)

NBC- 5:30-6pm EST; SPECIAL; March of Medicine, LIVE & FILM; from WTVJ(Miami), 63 stations live & delayed. Second program in 1954-55 series. All credits are same as for the first program on Oct 31 (See page 188 for all credits). The Miami telecast is in connection with AMA clinical sessions and will feature a striking advance in heart surgery.

OTHER NETWORK CHANGES & ADDITIONS

NBC- Churchill at 80, ON FILM; SPECIAL Nov 28; Sun, 2-2:30pm EST, one time; from WRCA-TV(NY), to the net. Sustaining. Pkgr- NBC-TV(NY); Prod- Ted Mills; Dir- John Goetz; Film Ed- John Gaffney; Managing Ed- Reuven Frank; Writer- John Lynch. A special NBC-TV film review of highlights in the career of Sir Winston Churchill marking his 80th birthday, including sidelights from friends and parliamentary opponents.

Hallmark Hall of Fame - Macbeth; SPECIAL Nov 28; Sun, 4-6pm EST; from WRCA-TV(NY) in compatible color, no. of stations indefinite. Sponsor- Hall Brothers, Inc (Hallmark Greeting Cards) thru Foote, Cone & Belding(Chi); Acct Exec- Homer Heck; Agcy Superv & Comm Superv- Bob Simpson(NY). Pkgr- NBC-TV; NBC Exec Prod- Jack Rayel; Production & Adaptation- Maurice Evans; Stager & Dir for Evans- George Schaefer; Assoc Prods- Mildred Freed Alberg & Emmett Rogers; NBC Prod & TV Dir- Hudson Faussett; Assoc Dir- Sutton Roley; Music Composed & Dir- Lehman Engel; Sets- Otis Riggs; Costumes- Noel Taylor. Maurice Evans and Judith Anderson co-star in a special television production of Shakespeare's "Macbeth," the third annual presentation by Evans of these specials; the two previous productions were "Hamlet" and "King Richard II."

Weekend Workshop; DEBUT Nov 20; Sat, 12noon-1pm EST; WNBQ(Chi), also to NBC o-and-o stations: WRCA-TV(NY), WNBK(Cleve), WRC-TV(Wash). Open. Pkgr- WNBQ(Chi); Prod- George Heineman; Dir- Paul Robinson. Jim Hamilton, assisted by Kay Westfall, explain and demonstrate how-to-do and major and minor maintenance and handyman problems. (Program was listed in local station section, page 201, because of previously incomplete information).

NEW NETWORK SPONSORSHIPS

EMERSON DRUG CO (Bromo-Seltzer) will become alternate week sponsor of Chance of a Lifetime (Fri, 10-10:30pm EST) over the DuMont net, effective Dec 17, replacing P. Lorillard Co (Old Gold Cigarettes), both thru Lennen & Newell, Inc(NY). Lenthieric, Inc., which became alternate sponsor on Sept 17, continues.

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LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Dollars and Donuts, Wed, Thurs, Fri, 8:30-9pm EST, scheduled to debut New York Nov 24 (See page 201), postponed indefinitely. Tinker's Work Shop continues Mon thru Fri, 8-9am EST, as originally scheduled.

KABC-TV(Ch 7) - Familiar Faces; DEBUT Nov 26; Fri, 10-10:30pm PST. Sponsor- Holt Hollywood, LA Motors and San Fernando Valley Motors thru Craig, Dean, Riley & Olsen(LA). Pkgr- Sid Crockett; Prods- Bob Olsen, Ed Becker; Dir- George Flournoy. Artist Sid Crockett does caricature sketches and actress Nina Bara provides audio clues while four guest panelists compete for high scores in attempting to identify the well-known persons being sketched. The program had been seen for one year over KGO-TV(San Francisco).

KABC-TV - Nitecap Theater, LIVE & FILM; DEBUT Nov 29; Mon thru Fri, 10:30pm-1am PST. Participations. Louie Quinn, disc jockey, gag writer, comedian; tells gags, stories, interviews people (Continued next page)

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## LOCAL STATION ACTIVITY(Cont'd)

KABC-TV(Ch 7) - Nitecap Theater (Continued from previous page): and sandwiches in Hollywood, LA a late movie each night. The program will be informal and off-beat.

KNXT(Ch 2) - Pet Showcase; STATION CHANGE Nov 20; Sat, 5:30-6pm PST. Participations. Prod- Norma Serviss. Tommy Dixon m.c.'s the program which features animal acts, purebred dogs and cats and pet shop proprietors in the Los Angeles area. The program has previously been seen over KTLA(LA).

KNXT - Family Fun Time; LIVE & FILM; DEBUT Nov 22; Mon thru Fri, 9-9:30am, 3-3:30pm PST. Participations. Wes Battersea is m.c.-host for two programs daily, the afternoon session a variation of the morning program. He will interview well-known chefs, give news of interest to the housewife and interview audience guests during the morning show. Diana Brewster joins him for the afternoon segment, presenting fashion features and news for women. Each program will also include a Walter Lantz cartoon short. The morning program replaces California Living, with Mercedes Bates, while the afternoon show replaces Movie Matinee.

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## PRODUCTION AND PROGRAMMING NEWS

**FILM DIGEST:** KNXT(LA) has purchased 179 Walter Lantz cartoons for showing on the daily Space Funnies and Wes Battersea shows. The cartoons, produced for Universal International, include 92 "Oswald the Rabbit" shorts.....KTTV(LA) believes it is marking an innovation in children's programming by presenting the Robert Cummings' My Hero series as part of the Sheriff John show daily, from 5:30-6pm. The series, distributed by Official, has been retitled Mr. Beanblossom. An odd distinction, not too much emphasized by KTTV, is that Cummings is replacing cartoons formerly shown in the time slot. The Cummings films were previously "test run" at 7pm to get a reaction; the six-week test indicated a 50 per cent juvenile audience.

Jack Gage has replaced Sidney Lumet as director of the You Are There film series, being shot at Bedford Park Studios in New York.....Derwin Abbe has replaced Will Price as director of His Honor, Homer Bell, the Hi Brown-Galahad series shooting in Brooklyn for NBC.....Olmsted Sound Studios, 1 East 54th St., New York, opens for business on Dec 2, using film equipment from Princeton Film Center, which has a partly-common ownership. The main sound studio is 40 x 28, and sound and other equipment is custom-designed or latest obtainable.....Hans Tiesler has been elected a v.p. and director of Loucks & Norling Studios, Inc., New York, replacing Wil Marcus, who has resigned as an officer but remains as a consultant.....Joe Dale is musical director for Guild Films' Florian ZaBach Show, shooting in Hollywood.

Ed Beloin's new film series for the Toni Co, starring Cass Daley and Virginia Gibson is now titled So This Is Hollywood.....James Mason's Portland Productions is at the Goldwyn Studios, Hollywood, preparing production on a 15-minute Biblical film starring Portland Mason in a screenplay by her parents, James and Pamela, to be directed by James Mason.....Roland Reed has a new New York office at 1 East 54 St, New York, with Hampton Howard as sales rep for commercials and industrial films.

**NEWS & COMMENT:** Ted Bergmann, managing director of the DuMont TV Net issued a statement on Nov 19 denying that DuMont has contemplated, "nor have we any intentions of, entering into negotiations" with anyone "which contemplate the disposition or the abandonment of the DuMont Television Network." On Nov 23 Mr. Bergmann made a speech before a group meeting of the 4A's which indicated the extent of DuMont's future problem in competing with three other networks when station clearances are critical. A DuMont survey shows in the top 148 market groups of the country, 14 markets have at least 4 stations, 27 have 3 stations, 55 markets have 2 stations and 39 have 1 station each. DuMont's "best estimate of the future picture" is that a reasonable expectation would be for 24 markets to have 4 or more stations and an additional 78 will have 3 stations. The DuMont answer is, in a sense, already in operation. Mr. Bergman emphasized that DuMont does not have a "must buy" list of stations such as exists on the other nets. This permits small advertisers to break into net advertising and also permits a regional concept in the solid East. It is, of course, no answer for the big advertiser who wants to clear many stations after he grows to that size, unless the program is a special, such as Bishop Sheen's program. Consensus: DuMont may make a special alliance, but it will still have a network identity no matter what; and it will remain outside of any dog fights over who will be part of the "Big Two," or "Big Three."

**PERSONNEL CHANGES:** Larry Lazarus named business manager of KNXT(LA) and the Columbia Television Pacific Net, replacing Howard Barnick, resigned.....Duncan Miller appointed publicity and promotion director for WTTG(Wash) as of Nov 23, succeeding George L. Flax who has been named Washington-Baltimore regional editor for "TV Program Week," the new Curtis publication.....Paul G. O'Friel named director of labor relations of the broadcasting division of Allen B. Du Mont Laboratories, Inc.....Gayle V. Grubb, v.p. of Storer Broadcasting Co., will head a new Storer West Coast office in San Francisco, leaving his post as managing director of WJBK & WJBK-TV(Det).





Most of the shows on November 26, 27, 28 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, December 3. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY NOVEMBER 26  
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RED BUTTONS	NBC 8pm	Victor Borge subs for ailing Buttons; Roberta Peters (S)
MAMA (Peggy Wood)	CBS 8pm	<u>The Moving Finger Writes</u> - (O) by Palmer Thompson; with regulars & Mark Rydell, Pat Hosley, Paula Houston, Janet DeGore

CHANCE OF A LIFETIME	DuM 10pm	The Four Esquires (S)
----------------------	----------	-----------------------

SATURDAY NOVEMBER 27  
 ~~~~~

|                                     |          |                                                                                                                   |
|-------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------|
| AN EYE ON NEW YORK                  | WCBS 3pm | Kill: Bob Pfeiffer as moderator; add: Jim McKay                                                                   |
| ETHEL AND ALBERT<br>(Lynch & Bunce) | NBC 7:30 | regulars & Rex O'Malley, Truman Smith, Cele McLaughlin, Morton Stevens, Lois Holmes, Siri; (SW & SD)              |
| JACKIE GLEASON                      | CBS 8pm  | add regular: Pat Harrington                                                                                       |
| IMOGENE COCA                        | NBC 9pm  | Roger Price (C), Jack Warden, George LaFaye (puppets), Beverly Dennis, Eric Brotherson, Dennis Patrick; (SW & SD) |
| MY FAVORITE HUSBAND                 | CBS 9:30 | (SW) by Sol Saks, William Manhoff; with regulars; (SD, H'WOOD)                                                    |
| JIMMY DURANTE<br>(Eddie Jackson)    | NBC 9:30 | Durante regulars & Margaret Truman (S), Dean Martin & Jerry Lewis (FROM HOLLYWOOD)                                |
| STORK CLUB<br>(Sherman Billingsley) | ABC 10pm | Polly Bergen (S), Fontaine Sisters (S), Robert Maxwell (M), Jimmy Komack (C)                                      |
| GEORGE GOBEL                        | NBC 10pm | Charles Coburn (FROM HOLLYWOOD)                                                                                   |

SUNDAY NOVEMBER 28  
 ~~~~~

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	Film clips on racial integration; Father John LaFarge
AMERICAN INVENTORY	NBC 12:30	<u>The Last Mail</u> - (O) by Edgar Marvin; with Pat Harrington, Frank Baxter, Arthur Cassell, Tom Poston, Nell Harrison; Dir by John Newland
FRONTIERS OF FAITH	NBC 1:30	<u>Land of Our Fathers</u> - (O) by Morton Wishengrad; with Jeffrey Lynn, Tom Glazer, Joan Tompkins, Kimeta Ouerbacker; (SD)
OMNIBUS (Alistair Cooke)	CBS 5pm	Music Lesson II - Brass Section -- with Berv Brothers of the Symphony of the Air; John Teal (archaeologist) in live & film <u>Capture of a Live Musk-Ox</u> ; <u>The Virtuous Island</u> - (O) by Jean Giraudoux (from <u>Supplement to Cook's Voyage</u> ) - (A) by Maurice Valency; with Cyril Ritchard, Burgess Meredith, Hermione Gingold, Rita Gam, Darren McGavin, Charles Nolte, Rod McLennan, Coe Norton, Don Gordon, Michael Tolan, Marsha Reynolds, Muriel Berkson, Sidney Stevens, William Thourlbey; Staged by Ritchard
<u>Sunday Supplement</u>	WARD 6pm (COLOR)	Music segment above (O) & Dir by Paul Tripp
YOU ARE THERE (Walter Cronkite)	CBS 6:30	<u>Skyway to Yosemite</u> - presented by United Airlines, Prod by Cate & McGlone; <u>Prelude to Kitimat</u> - presented by Aluminim Co of Can., (O) by Lou Davidson, Prod by L. M. Parry, Narr by D. Baird
MR. PEEPERS	NBC 7:30	<u>The Plot Against King Solomon</u> - (O) by Kate Nickerson; with Sylvia Saltman, Shepperd Strudwick, Mary Sinclair, Margaret Barker, Bruce Gordon, Mary Patten, Martin Brooks, Frederick Rolfe, Eliot Sharfe, Bert Berger, Jerry Eskow, Joseph Nathan
COLGATE COMEDY HOUR	NBC 8pm	regulars & Reta Shaw, Paul Lipson; (SW & SD) Gordon MacRae (S) as host; Gene Sheldon (C); add: Gale Storm, Jack Carter (C), Debra Paget, Carmen Dragon's Orch (FROM H'D)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	<u>Death Set to Music</u> - (O) by Philip S. Goodman; with regulars & Marrian Walters, Kevin O'Morrison, Marya Saunders, Gordon B. Clarke, Hal Riddle; (SD)
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	<u>Beg, Borrow or Steal</u> - (O) by Jay Presson; with Phillip Abbott, Anthony Ross, Patricia Smith, Sylvia Field, Richard Casey; (SD)
HONESTLY, CELESTE! (Celeste Holm)	CBS 9:30	(O) by Larry Gelbart & Hal Collins, (A) by Jack Raymond; with Mike Kellin, Mario Gallo, Harry Clark, Abe Simon, Ross Martin
LIFE BEGINS AT 80 ROSS REPORTS - 11/28/54 - Page A	DuM 9:30	regulars & Charles Winninger, Lanny Ross (S)





MONDAY NOVEMBER 29

TALENT SHOWSHEET (more)





WEDNESDAY DECEMBER 1  
 ~~~~~

Wild Bill Hickok WRCA-TV 6pm  
Disneyland ABC 7:30  
 (Walt Disney)  
I Married Joan NBC 8pm  
My Little Margie NBC 8:30  
New Stu Erwin Show ABC 8:30  
 (June Collyer)  
 CHICAGO SYMPHONY DuM 9pm  
 KRAFT TELEVISION NBC 9pm  
 THEATRE  
Douglas Fairbanks WRCA-TV 10:30

Savvy, the Smart Dog - with regulars; (SW & SD)  
A Story of Dogs - (O) by Clyde Geronimi, Tom Adair, Erdman  
 Penner; Sequences from Lady & the Tramp; Lend a Paw  
 regulars & Paul Power, Gladys Hurlbut; (SW & SD)  
 regulars & Keye Luke; (SW & SD)  
 (O) by John Tucker Battle; with regulars & Raymond Hatton,  
 Harry Hayden, Lela Bliss, Richard Collier; (SD)  
 Fritz Reiner conducts (FROM CHICAGO)  
Camille - (O) by Alexandre Dumas, Fils, (A)-(SW); with Signe  
 Hasso, Charles Andre, Jacques Bergerac, Lilia Skala, Yvonne  
 Rudie; (SD) by Maury Holland  
Gramma Brenn - repeat

THURSDAY DECEMBER 2  
 ~~~~~

Foreign Intrigue WRCA-TV 7pm  
 (Gerald Mohr)  
Ray Milland CBS 8pm  
THE MAIL STORY ABC 8pm  
JUSTICE NBC 8:30  
 (Gary Merrill)  
Treasury Men ABC 8:30  
in Action  
 (Walter Greaza)  
CLIMAX! CBS 8:30

SO YOU WANT TO LEAD-BAND ABC 9pm

Dragnet NBC 9pm  
 (Jack Webb)  
Ford Theatre NBC 9:30  
 (COLOR)  
Four Star Playhouse CBS 9:30

KRAFT TELEVISION ABC 9:30  
 THEATRE

LUX VIDEO THEATRE NBC 10pm

Public Defender CBS 10pm  
 (Reed Hadley)

GUY LOMBARDO WRCA-TV 7pm  
Adventures of Rin-Tin-Tin ABC 7:30  
 (Lee Aaker & James Brown)

Secret Files, U.S.A. WABD 8pm  
 (Robert Alda)

Topper CBS 8:30  
 (Anne Jeffreys  
 & Robert Sterling)

Ray Bolger ABC 8:30  
 (Sylvia Lewis)

ROSS REPORTS - 11/28/54 - Page C

F. I. in the Poisoned Teacup - with Ingrid Thulin, John Pado-  
 vano, Gunwar Sjoberg, Tordsten Lilliencrona, Gilbert Robin; (SD)  
 regulars & Osa Massen; (SW & SD)  
Pick a Winner - (O) by Max Ehrlich; with Jack Arthur, Donalee  
 Marans, Gary Walberg, Bill Griffis, Michael Sage, Robert  
 McQuade, Frederic Meyer, Tom Ahearne, Dick Wigginton; (SD)  
Witness to Murder - (O) by Mann Rubin; with Ben Gazzarra, Jeff  
 Harris, Robert Emhardt, Richard Bishop, Russell Hardie,  
 Louise Larabee; (SD)  
The Case of the Dangerous Dollars - (O) by Alvin Boretz; with  
 Wally Cassell, Kay Stewart, Dan Seymour, Harry Lauter, Ralph  
 Sanford; Dir by George Blair  
An Error in Chemistry - (O) by William Faulkner, (A) by David  
 Dortort; with Edmond O'Brien, Lon Chaney; (SD, FROM HOLLYWOOD)

Denise Lor (S)

regulars & Marian Richman, Bob North, Lillian Powell, Dennis  
 Weaver; (SW & SD)

Girl in Flight - (O) by Ellis St. Joseph, (A) by Andrew Solt;  
 with Joan Leslie, Hugo Haas, Tom Drake, John Qualen, Morris  
 Ankrum, Gregory Gaye; (SD) by Fred F. Sears

Meet a Lonely Man - (O) by Dick Stenger; with David Niven,  
 Martha Hyer, Stanley Andrews, Hal Baylor, Don Shelton, Bar-  
 bara Bestar, Pauline Moore, Ralph Peters, David Leonard, Don  
 Garver, Jack Lomas, Ann Lawrence, Dale Van Sickel, Carey Lof-  
 tin; (SD) by Lewis Foster

Kitty Foyle - (O) by Christopher Morley (novel), Christopher  
 Sergel (play), TV (A) - (SW); with Cloris Leachman, George  
 Roy Hill, Ed Begley, Lydia St. Clair, Jack Warden, Noel Les-  
 lie, Judson Laire, Frances Fuller, Richard Carlyle; Dir by  
 Fielder Cook

Craig's Wife - (O) by George Kelly, screenplay for Columbia  
 film by Mary C. McCall, Jr., TV (A) by Sanford Barnett; with  
 Ruth Hussey, others to be announced; (SD)

Snap Shot - (O) by Edward E. Seabrook; with Jeff Silver, Bruce  
 Cowling, DeForest Kelley, Ann Morrison; (SD)

FRIDAY DECEMBER 3  
 ~~~~~

Pat Marshall (S)

Rin-Tin-Tin, Outlaw - with regulars & William Forrest, Joe  
 Devlin, Harry Hickox; (SW & SD)

Mission Passport - with Fokk Duetc, A. J. Gondsmidt, J. Hoek-  
 man, Gerard Faber, Teddie Schaanke, Gaius Oster, Rudi Bierman

Topper Lives Again - (SW) by Robert Riley Crutcher; with regu-  
 lars & Frank Wilcox, Randy Stuart, Gladys Hurlbut, Ray Mont-  
 gomery; (SD) by Lew Landers

(SW) by Stanley Shapiro, Maurice Richlin, Fred Fox; with regu-  
 lars & Verna Felton, Lucien Littlefield, Dan Barton, Jan  
 Shepard; (SD)

TALENT SHOWSHEET (more)





FRIDAY DECEMBER 3 (Cont'd)  
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<u>Schlitz Playhouse</u>	CBS 9pm	<u>Volturio Investigates</u> - (O) by L. J. Beeston, (A) by Charles Bennett; with Basil Rathbone, Melville Cooper, Edward Ashley, Charles Davis, Norma Varden, Ben Wright, Olaf Hytten; Dir by Charles Bennett
<u>THE STRANGER</u> (Robert Carroll)	DuM 9pm	<u>Evewitness</u> - (O) by Joseph Ruscoll; with Don Briggs, Lawrence Fletcher, Eli Mintz, William Keene, Lotte Stavisky; (SD)
<u>THE BIG STORY</u> (Norman Rose)	NBC 9pm	<u>Donna Mikels, Indianapolis, Ind. Times</u> - (O) by Gail Ingram; with Mary K. Wells, June Dayton, Paul Huber, Larry Haines, Sidney Smith, Victor Rendina, Cliff Owen; (SD)
<u>The Vise</u> (Ron Randell)	ABC 9:30	<u>The Eavesdropper</u> - with Fredrick Leister, Terrence Brook, Neila Parely; (SD)
<u>The Lineup</u>	CBS 10pm	<u>Mexican Bandit</u> - (O) by John Vlahos; with regulars & Marshall Reed, Rudolfo Hoyos, Charles Waggenheim, Pilar del Rey, Felipa Turich, Robert Cabal, Maureen Cassidy; Dir by Earl Bellamy

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 26 THRU FRIDAY DECEMBER 3  
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|                                               |            |                                                                                                                                                                    |
|-----------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TODAY                                         | NBC 7am    | W - Kirk Douglas                                                                                                                                                   |
| GARRY MOORE                                   | CBS 10am   | Thu - Milbourne Christopher (magic); F - Roger Ray & Marimba Band, Jay Marshall (C), Dylan Todd (S)                                                                |
| TED STEELE                                    | WOR-TV 3pm | M thru F - Burt Taylor, Mary McCoy, Bill Darnell (all S);<br>W thru F - add: Jill Corey (S)                                                                        |
| THE GREATEST GIFT                             | NBC 3pm    | M thru F - Benn Squires subs for vacationing Joe Behar as Dir. this week & next                                                                                    |
| THE WORLD OF MR. SWEENEY<br>(Charlie Ruggles) | NBC 4:30   | regulars &: Tu - Jason Johnson, Michael Mann; W - Janet Fox, Ross Martin; Thu - Lynne Rogers, Jeff Harris; F - Aileen Poe, Charles Egelston; (SW & SD)             |
| MODERN ROMANCES<br>(Martha Scott)             | NBC 4:45   | M thru F - <u>The Perfect Wife</u> - (O) by Noel Gerson; with Pat Breslin, Stephen Elliott, Joy Hodges, Don Gibson, Humphrey Davis, Gale Page; (SD) by Jim Sheldon |
| MAGIC COTTAGE                                 | WABD 6pm   | M thru F - Skedge Miller, Ed Holmes; (SW & SD)                                                                                                                     |
| PERRY COMO                                    | CBS 7:45   | W - Teresa Brewer (S)                                                                                                                                              |

SATURDAY DECEMBER 4  
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<u>Captain Midnight</u> (Richard Webb)	CBS 11am	<u>The Deserters</u> - (O) by Malcolm Stuart Boylan; (A) by Boylan & Wells Root; with Stuffy Singer, Butch Bernard, Kem Dibbs, Harry Lauter, Henry Rowland, Rusty Westcott, Barry Curtis; (SD)
WHAT IN THE WORLD?	CBS 2pm	Vincent Price (FROM PHILA.)
<u>The Range Rider</u> (Jack Mahoney)	WRCA-TV 6:30	<u>Law of the Frontier</u> - (O) by Dwight Cummins; with regulars & Ewing Mitchell, Lois Hall, Harry Lauter, Stanley Andrews; (SD)
GEORGE GOBEL	NBC 10pm	Faye Emerson (FROM HOLLYWOOD)
<u>Willy</u> (June Havoc)	CBS 10:30	<u>Willy and Muller vs. Muller</u> - with regulars & Sig Ruman, Edit Angold, Jeri Lou James, William Schallert; (SW & SD)

SUNDAY DECEMBER 5  
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|                                           |          |                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| NBC-TV OPERA THEATRE                      | NBC 3pm  | <u>Sister Angelica</u> - opera by Puccini, (A) by NBC-Opera Staff; with Elaine Malbin, Shannon Bolin, Joan Moynagh, Mary Krete, Ruth Kobart, Irene Antal, Rose Geringer, Joyce Gill, Alice Fraser, Carole O'Hara, Frances Paige, Dorothy Candee, Tamara Bering, Jean Ray, Libora Geraci, Margaret Tynes, Sarah Dubin, Helen Rice, Ethel Greene, Rose Virga, Joan Carroll; (SD) |
| OMNIBUS<br>(Alistair Cooke)               | CBS 5pm  | <u>A Maine Lobsterman</u> - Prod by Ford Foundation, Cam Dir - Arthur Zegart, Narr. & (O) by E. B. White; <u>The Deaf Boy</u> - film, Cam Dir - Fons Ianelli; <u>Toys</u> - with Melanie Kahane (designer), Dione Lucas (cooking), others to be announced; (SW & SD)                                                                                                           |
| <u>Roy Rogers</u><br>(& Dale Evans)       | NBC 6:30 | <u>Strangers</u> - (O) by Dwight Cummins; with regulars & Harry Harvey, John Doucette, Henry Rowland, Russ Scott, David Bair, Francis McDonald; (SD)                                                                                                                                                                                                                           |
| <u>Private Secretary</u><br>(Ann Sothern) | CBS 7:30 | <u>Susie for President</u> - (O) by Tom Seller; with regulars & Pat Carroll, Nancy Kulp, Frank Orth; (SD)                                                                                                                                                                                                                                                                      |





SUNDAY DECEMBER 5 (Cont'd)  
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Pepsi-Cola Playhouse ABC 7:30  
 (Polly Bergen)

OPERA CAMEOS DuM 7:30  
 (Giovanni Martinelli)

MAX LIEBMAN SPECTACULAR NBC 7:30  
 (COLOR)

TOAST OF THE TOWN CBS 8pm  
 (Ed Sullivan)

General Electric CBS 9pm  
Theatre (Ronald Reagan)

GOODYEAR TELEVISION NBC 9pm  
 PLAYHOUSE

Father Knows Best CBS 10pm  
 (Robert Young)

Loretta Young NBC 10pm

The Hunter NBC 10:30  
 (Keith Larsen)

Girl in Distress - (O) by Fenton W. Earnshaw; with Bill Phipps, Joanne Davis; Dir by Herschel Daugherty

Girl of the Golden West - excerpts from opera by Puccini, based on play by David Belasco; with Robert Rounseville, Brenda Lewis, David Aiken; (SD)

Spotlight - with Sonja Henie & ice-skating troupe, Jack Buchanan, Jeannie Carson, Bambi Linn & Rod Alexander (D), Pat Carroll (S), Jimmy Durante (C); (SW & SD)

Eartha Kitt (S), Kirk Douglas, Carol Haney (D), Jackie Miles (C), Ames Brothers (S), Wassan Troupe (teeterboard), Johnnie Ray (S), Sequence from No Business Like Show Business (film)

Committed - (O) by Russell S. Hughes; with Alan Ladd, John Howard, Virginia Gibson, Frank Ferguson, Whit Bissell, Tina Carver; Dir by Frank Tuttle

Last Boat from Messina - (O) by David Shaw; with Doris Dowling, Martin Balsam, Frank Campanella, Ernest Graves, Hans Von Twardowski, Aristedes Sigismundi, Ada Ruggieri, Don Mayo (SD) by Robert Mulligan

Typical Father - (O) by Dorothy Cooper, (A) by Paul West & Roswell Rogers; with regulars & Chet Marshall; (SD)

Big Jim - (O) by Richard Morris; with Bobby Driscoll, Mary Carroll, Eleanor Audley, Chick Chandler; Dir by Richard Morris

Dead Pigeon - (O) by Richard Nunis & Evelyn Konrad; with Bart Burns, Constance Clausen, Cameron Andrews, Joe Verdi, Robert Fuller; (SD)

NEW YORK TALENT AVAILABILITIES  
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HARRY TOWNES - featured in Operation Manhunt - AGT: Grace Lyons, JU 6-8330

PAUL NEWMAN - in Tuesday's Armstrong's and Warners' The Silver Chalice - AGT: MCA, PL 9-7500

ERROLL GARNER - available 12/5 to 2/6/55 - AGT: Shaw Artists (Dick Alen), MU 8-2230

RICHARD TUCKER - Met tenor - PRESS: Elizabeth Winston, JU 6-0987

ARTUR RUBINSTEIN - arrived from Europe - AGT: NCAC, PL 9-6000

GRETA KELLER - supper club stylist - performer - PRESS: Muriel Francis, LE 5-3200

SOL HUROK - producer of Aida film - CONTACT: Fred Goldberg (I.F.E.), LO 4-4843

ROSALYN TURECK - returned from abroad - PRESS: Muriel Francis, LE 5-3200

VIRGINIA VINCENT - lauded for portrayal in Wedding Breakfast - PRESS: J. D. Proctor, VA 6-5084

VERA ZCRINA - in last week of On Your Toes - PRESS: R. Rabinovitch, LA 4-1839

JOHN FORSYTHE - returns to cast of Teahouse of the August Moon - PRESS: Sol Jacobson, CH 4-1482

HAZEL SCOTT - currently at the Embers - AGT: Columbia Artists, CI 7-6900

JOHN HODIAK - starring in Caine Mutiny Court Martial - PRESS: Karl Bernstein, CI 6-0427

RUDOLF FIRKUSNY - concert pianist - PERSONAL REP M. P. Bichurin, JU 6-2349

TOM HEIMORE - star of One Eye Closed - TR 4-2361

BIBI OSTERWALD - versatile singer, comedienne, - PL 3-2466

SHEPPERD STRUDWICK - popular leading man - AGT: William Morris, JU 6-5100

PHYLLIS LOVE - featured on last Thursday's Kraft AGT: Gloria Safier, MU 8-3950

ROMNEY BRENT - actor-director - CH 3-2431

DANE CLARK - just closed in Fragile Fox - PRESS: David Lipsky, CH 4-5185

GEORGE ROY HILL - actor, script-writer - AGT: Robert Lantz, PL 5-6850

PEGGY McCAY - lead on Love of Life - TR 6-4594

PAT CARROLL - featured in Best Foot Forward - AGT: Lucy Kroll, PL 7-4250





# Ross Reports ON TELEVISION

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DECEMBER 6-12, 1954

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## THE TELEVISION INDEX

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NUMBER 49

DEC 6 1954

PRODUCTION • PROGRAMMING • TALENT

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ASSOC ED: Alvin Sullum

BUS MGR: Marjorie Oxley

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Tuesday(7)

NBC- 8-9pm EST; HIGHLIGHT; Bob Hope Television Show, ON KINE; from WRCA-TV(NY), 99 stations net, 25 delayed. Sponsor- General Foods Corp (Swans Down Cake Mixes, Jell-O, Minute Rice) thru Young & Rubicam, Inc(NY). Pkgr- Bob Hope Enterprises(H'wood); Prod & Casting- Jack Hope; Dir- Jim Jordan, Jr. (The entire production was kinescoped at BBC studios in London, supervised by the producer, director and two NBC technicians from the U. S. All guests came to London for the show). Music Dir- Eric Robinson, conducting the BBC Orchestra; Comm Annr- McDonald Hobley(BBC). See page B for cast credits.

#### Saturday(11)

CBS- 3-4:30pm EST; DEBUT; Collegiate Basketball - Big Ten Conference; from various cities weekly, 11 broadcasts in a 13-week period; 57 stations live. Co-Sponsors- (Open for three on a shared time basis) Amana Refrigeration, Inc thru Maury, Lee & Marshall(NY); The Maytag Co thru McCann-Erickson, Inc(Chi); third spot open at press time. Pkgr- CBS Sports Dept(NY); Prod & Dir- Judson Bailey. Jack Drees handles the commentary for telecasts of basketball games featuring college teams in the Big Ten Western Conference. Premiere game is Indiana vs. Notre Dame at South Bend, Ind.

NBC- 11:30am-12noon EST; RETURN & NET DEBUT; Tom Corbett, Space Cadet; from WRCA-TV(NY), to the net. Sustaining. (Starting Jan 1, 1955, it will be sponsored by Kraft Foods Co thru J. Walter Thompson Co). Pkgr- Rockhill Productions(NY); Exec Prod- Stanley Wolf; Prod & Script Ed- Albert Aley(Rockhill); Asst Prod- Muriel Maron; Dir- Ralph Ward. Science fiction adventure series starring Frank Thomas in the title role. This marks the fourth network presentation for the series. It debuted over CBS-TV in October, 1950; switched to ABC in January, 1951. It debuted over the DuMont net, Aug 29, 1953 and was presented alternate Saturdays until May 22, 1954.

#### Sunday(12)

ABC- 9:15-9:30pm EST; DEBUT; Horizons, LIVE & FILM; from WABC-TV(NY), no. of stations indefinite. Sponsor- Ciba Pharmaceutical Products, Inc (various products) thru Kiesewetter, Baker, Hagedorn & Smith, Inc(NY); Acct Exec- Douglas Brewer; Agcy & Comm Superv- Charles S. Dubin; Comm Annr- Don Gardiner (mostly film commls).

(Continued on next page)

Page 1 of 1

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ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED

(S)

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Sunday(12)

ABC- Horizons (Continued from previous page): Pkgr & Prod- Marshall-Hester Productions, Inc(NY); Dir- Matt Harlib(ABC); Assoc Dir- Kenneth Rockefeller; Music Dir- Jaque Peress; Sets- Robert Bright; Casting- Matt Harlib & Joan MacDonald(ABC). Documentary series (formerly titled "Lifeline") presenting live dramatizations of important milestones in medical history, with authoritative discussions of medical problems by experts, and integrated medical films. Dr. Louis H. Bauer, secretary general of the World Medical Assn and chairman of the United Medical Service, is host for the series, which will be narrated by Don Gardiner. The program replaces The Studebaker-Packard Program Starring Martha Wright in this time spot; last show Dec 5.

#### OTHER NETWORK CHANGES & ADDITIONS

CBS- Honestly, Celeste! (Sun, 9:30-10pm EST) Last show Dec 5. Program debuted Oct 10. Cancellation is reportedly at request of star Celeste Holm (See page 175).

My Favorite Husband (Sat, 9:30-10pm EST) Nate Monaster and Arthur Alsberg have been signed as writers, replacing Sol Saks who requested his release. Monaster wrote the show with Saks last season.

DuM- All About Baby; ADD DAY & SPONSOR Dec 2; Thu, 2-2:15pm EST; from WGN-TV(Chi), no. of stations indefinite. Sponsor- Libby, McNeill & Libby (Baby Foods) thru J. Walter Thompson Co(Chi). Debuted on the net, Friday, October 15, sponsored by Swift & Co, and continues for that sponsor on Fridays. (See page 185 for original listing and production information.)

Down You Go (Wed, 10-10:30pm EST) COMPLETE INFO CHANGE Dec 8: Program switches origination from WGN-TV(Chi) to WABD(NY) this date, with new panel and sponsor. Alternate Week Sponsor- Western Union Telegraph Co thru Albert Frank-Guenther Law, Inc(NY); Acct Superv- Richard A. Cullinan; Acct Exec- Jeffrey A. Greene; Agcy Superv- Robert W. Day. Pkgr- Louis G. Cowan, Inc(NY); production staff not set at press time. Dr. Bergen Evans, who has been host for the program since it debuted April 30, 1951, continues in that post, flying from Chicago for each telecast. New panelists are Phil Rizzuto, New York Yankees baseball star; Elizabeth Montgomery, television actress; Northbert Wiener, M.I.T. professor and expert in the field of cybernetics, and a second female regular to be named. Cartoonist Walt Kelly will be a reserve panelist to fill in for absent regulars.

The Paul Dixon Show (Mon thru Fri, 3-4pm EST) Dick Sandwich now produces and directs, replacing Roger Gerry as producer. (See pages 185, 197).

NBC- The Red Buttons Show (Fri, 8-8:30pm EST) A pilot film of The Great Gildersleeve film series, starring Willard Waterman, will replace the Buttons show, one time only. Buttons is ill. The Waterman film was "previewed" over NBC-TV in September.

Home (Mon thru Fri, 11am-12noon EST) Nancyann Graham becomes on-camera interior decorations editor, replacing Paul McAlister; Jeanne Regina Himm is now off-camera cooking editor, replacing Mrs. Graham in this position.

Imogene Coca Show (Sat, 9-9:30pm EST) Don Appell produces and stages the program, with Perry Lafferty as TV director. (See page 195).

Armstrong's Circle Theatre (Tue, 9:30-10pm EST) George Gould is producer, replacing Ralph Nelson, effective immediately.

Modern Romances (Mon thru Fri, 4:45-5pm EST) James Sheldon and Tom Reynolds now alternate as directors.





## NEW NETWORK SPONSORSHIPS

R. J. REYNOLDS TOBACCO CO (Winston Cigarettes) thru William Esty Co., Inc(NY) will sponsor The Bob Cummings Show, starring Robert Cummings, a new film series, over NBC-TV, Sundays, 10:30-11pm EST, beginning Jan 2. The show will replace The Hunter in that time spot for the same sponsor. The new show is a situation comedy.

THE EASTMAN KODAK CO thru J. Walter Thompson Co(NY) will sponsor a new comedy-drama film series, Norby, starring David Wayne, over NBC-TV, Wednesdays, 7-7:30pm EST, starting Jan 5. The series, to be telecast in compatible color, will be seen from 10-10:30pm CST and from 9-9:30pm Mountain Time. The network totals 63 stations.

THE SERUTAN CO (Serutan) thru Edward Kletter Associates, Inc(NY) will sponsor Juvenile Jury over NBC-TV, Sundays, 4-4:30pm EST, with PHARMACEUTICALS, INC (Geritol, Geritol Junior) thru the same agency, beginning Jan 9. (See page 203).

MINUTE MAID CORP (Frozen Juices) thru Lynn Baker, Inc(NY) will sponsor the Tournament of Roses Parade over NBC-TV, Saturday, Jan 1, 1955, from 12:45-1:45pm EST.

## LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Arthritis & Rheumatism Telethon; SPECIAL Dec 11, 12; Sat, 10:30pm-  
New York Sun, 1pm EST. Sustaining, public service. Pkgr- Arthritis & Rheum-  
atism Foundation, N.Y.Chapter; Prod- James McGarry(BBD&O). Fund-  
raising telethon, with Mel Allen as m.c. at ABC's Ritz Theatre. Special segments  
illustrating the work of the foundation will originate from ABC's Studio A, with  
Shepperd Strudwick and Nancy Craig as m.c.'s. For the first time on telethons of this  
type, leaders of industry in a wide variety of fields will assist entertainment cel-  
ebrities in manning the fund-raising telephones.

WABD(Ch 5) - Daytime Schedule Changes, effective Dec 2: Journey Through Life and  
New York Letter to Lee Graham switch times, with the former now seen 2-2:30pm,  
Mon thru Wed, and 2:15-2:30pm, Thu & Fri; the Lee Graham program  
switches to 2:30-3pm, Mon thru Fri.

WOR-TV(Ch 9) - Heisman Trophy Award; SPECIAL Dec 9; Thu, 9:30-10pm EST. Sustaining.  
New York Al Helfer and Ted Husing are m.c.'s for the presentation of the 20th  
annual Heisman Trophy Award at the Downtown Athletic Club, New York.

# PRODUCTION AND PROGRAMMING NEWS

NEWS & COMMENT:      Sylvania Television Awards,  
1954: Most outstanding TV  
series for children of all  
ages, Disneyland (ABC); Finest local children's  
show, Little Schoolhouse (KTTV); Best educational  
series, The Search (CBS); Television comedian of  
the year, George Gobel (NEC); Creative effort in  
commercials, Life Magazine, W. A. Sheaffer Pen  
Co, Goebel Brewing Co, General Electric Co, Rose-  
field Packing Co, their five agencies and three  
film producers; Documentary program of the year,  
Three, Two, One...Zero (NBC); Showmanship in var-  
iety entertainment, Toast of the Town producers;  
Local public service, Our Beautiful Potomac (WRC-  
TV); Superior camera direction, Twelve Angry Men  
(Studio One, CBS); Public information service,  
Open Hearing (ABC); Best dramatic series, Philco-  
Goodyear Television Playhouse (NBC); Finest Orig-  
inal teleplay of the year, Man on Mountain Top  
(NBC); Dramatic actor and actress of the year,  
Steven Hill and Eva Marie Saint; Character actor  
and actress of the year, E. G. Marshall and Eileen  
Heckart; Outstanding comedy team on television,

Jackie Gleason, Audrey Meadows and Art Carney (CBS); Local television news coverage, Telepix News (WPIX); Wholesome family entertainment, Father Knows Best (CBS); Most outstanding program on television, Medic (NBC), the Grand Award.

CBS Television announced its new program to bring network television to small-market stations at low cost to advertisers, "The Extended Market Plan." Basically it involves dropping the minimum gross hourly rate and substituting the actual station rate consistent with actual set circulation delivered. Stations may pay \$5 per recorded program, or pay transmission charges for live shows. CBS will also set up a special sales unit to sell these stations to advertisers.

PERSONNEL CHANGES: George Franklin Way IV, named WTAM-WNBK(Cleve) press and publicity mgr, succeeding Robert D. Horan, named news editor for NBC Cleveland.....Redd Gardner named asst exec producer at WEBM-TV(Chi), assistant to Les Weinrott, exec producer.

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TALENT SHOWSHEET DECEMBER 6-12, 1954  
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Most of the shows on December 3, 4, 5 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, December 10. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY DECEMBER 3  
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|                      |             |                                                                                                                            |
|----------------------|-------------|----------------------------------------------------------------------------------------------------------------------------|
| GUY LOMBARDO         | WRCA-TV 7pm | kill: Pat Marshall (S); add: Kitty Kallen (S)                                                                              |
| MAMA<br>(Peggy Wood) | CBS 8pm     | <u>Nels and the Scout Master</u> - (O) by Frank Gabrielson; with regulars & Ed Jerome, Judson Rees, Stephen Harris; (SD)   |
| RED BUTTONS          | NBC 8pm     | <u>The Great Gildersleeve</u> - film with Willard Waterman, subs for ailing Buttons; film is repeat of pilot seen in Sept. |
| CHANCE OF A LIFETIME | DuM 10pm    | The Four Esquires (S)                                                                                                      |

SATURDAY DECEMBER 4  
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YOUTH TAKES A STAND	CBS 2:30	kill: Jim McKay; add: Ron Cochran as moderator
ETHEL AND ALBERT	NBC 7:30	regulars & Truman Smith, Margaret Hamilton, Helen Ray, Nancy Sheridan, Maurice Wells, Virginia Gerry; (SW & SD)
JACKIE GLEASON	CBS 8pm	regulars & Look Magazine's All-America football teams
IMOGENE COCA	NBC 9pm	Bibi Osterwald, The Appletons (D); Prod & Dir by Don Appell; Camera Dir - Perry Lafferty; (SW)
MY FAVORITE HUSBAND	CBS 9:30	(O) by John Whedon; with regulars; (SD)
GEORGE GOBEL	NBC 10pm	Faye Emerson; add: Julius Tannen (monologist); (SW, SD, FROM H'D)
STORK CLUB (Sherman Billingsley)	ABC 10pm	Teresa Brewer (S, for next 3 wks), Jose Melis (M), Bert Wheeler (C), Mack Triplets (S)
<u>The Lone Wolf</u> (Louis Hayward)	WRCA-TV 11:15	<u>Memo: Smuggling Story</u> - (O) by Bernard Girard; with Barbara Billingsley, Burt Mustin, Bob Nichols, Tom Jackson, Stephen Bekassy, Isabell Dwan; (SD)

SUNDAY DECEMBER 5  
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|                                                           |                     |                                                                                                                                                                                                                                                           |
|-----------------------------------------------------------|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET<br>(Dr. Lyman Bryson)                   | CBS 10am            | <u>Landfall</u> - (O) by Michael Syson; with Brandon Peters, Helen Wagner, Herbert Evers, James Reese; (SD)                                                                                                                                               |
| <u>American Inventory</u>                                 | NBC 12:30           | <u>Horizons of Hope</u> - film by John Sutherland Productions                                                                                                                                                                                             |
| JUVENILE JURY (J. Barry)                                  | NBC 5pm             | regulars & Leo Durocher (PREMIERE OF NEW SERIES)                                                                                                                                                                                                          |
| HALIMARK HALL OF FAME                                     | NBC 5pm             | <u>Deadlock</u> - (O) by Eugene Vale; with Wesley Addy, Ian Keith, Gil Harmon, Robert Shayne, William Dakewell, Joyce Holden; (HD)                                                                                                                        |
| <u>Sunday Supplement</u>                                  | WABD 6pm<br>(COLOR) | <u>Dearborn Holiday</u> - Prod by Ford Motor Co. in cooperation with MPQ Prods, Dir by Jerry McMechan; <u>Wings to Italy</u> presented by Pan American, Narr by John Latus, Barbara Townsend, Coleman Prods.                                              |
| YOU ARE THERE<br>(Walter Cronkite)                        | CBS 6:30            | <u>The Battle of Gibraltar</u> - (O) by Howard Rodman; with Colin Keith-Johnston, Scott Forbes, Michael Higgins, Jerome Kilty, Ross Martin, Milton Selzer, Anne Hegira, Cullen Desmond, Peggy Maurer, Sid Cassel, Frank Hammerton, Robert Fortin; (SD)    |
| ROCKY KING, DETECTIVE<br>(Roscoe & Todd Karns)            | DuM 9pm             | <u>Bullet Proof</u> - (O) by George Towne; with regulars & James Bender, Jim Boles, Alfred Sander, Manning Ross, George McCoy, Joe Leberman; (SD)                                                                                                         |
| <u>General Electric</u><br><u>Theatre</u> (Ronald Reagan) | CBS 9pm             | <u>Committed</u> - (O) by Russell S. Hughes; with Alan Ladd, John Howard, Virginia Gibson, Frank Ferguson, Whit Bissell, Tina Carver, Frank Gerstle, John Veitch, Gene Reynolds, Tim Graham, Billy Wayne, Pitt Herbert, Fenton Jones; Dir by Frank Tuttle |
| LIFE BEGINS AT 80                                         | DuM 9:30            | Morton Downey (S)                                                                                                                                                                                                                                         |
| HONESTLY, CELESTE!<br>(Celeste Holm)                      | CBS 9:30            | (SW) by Mike Miller; with Mike Kellin, Elliot Reid, Addison Richards, Charlotte Rae, Phil Kramer, Muriel Berkson (LAST SHOW)                                                                                                                              |
| <u>Sherlock Holmes</u><br>(Ronald Howard)                 | WRCA-TV 7pm         | <u>Blind Man's Bluff</u> - (O) by Lou Morheim; with Eugene Deckers, Gregor Aslan, Colin Drake, Margaret Russell, Richard Larke                                                                                                                            |
| CAESAR'S HOUR                                             | NBC 8pm             | regulars & William LeMassena; Phil Sharp replaces Tony Webster as staff writer; (SD)                                                                                                                                                                      |
| THE VOICE OF FIRESTONE                                    | ABC 8:30            | Rise Stevens (S)                                                                                                                                                                                                                                          |
| ARTHUR GODFREY'S<br>TALENT SCOUTS                         | CBS 8:30            | Reri Grist (S), Dick Summers (S), the Mello-Macs (S: Nancy Craig, George Barr, Robert Reaney, Edward McDonald)                                                                                                                                            |

MONDAY DECEMBER 6  
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[The following text is extremely faint and largely illegible. It appears to be a multi-paragraph document, possibly a report or a letter, with various headings and sub-sections. The text is organized into several distinct blocks, some of which are separated by lines of varying lengths. The overall structure suggests a formal document, but the specific content cannot be discerned due to the low quality of the scan.]



MONDAY DECEMBER 6 (Cont'd)  
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|--------------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Medic</u>                               | NBC 9pm  | <u>The Wild Intruder</u> - with Vera Miles; (SW & SD)                                                                                                                                                                                                                                                                                                                                                   |
| <u>December Bride</u><br>(Spring Byington) | CBS 9:30 | <u>The Gigolo</u> - (SW) by Parke Levy, Lou Derman, Herb Finn; with<br>regulars & Fortunio Bonanova, Ray Walker, Tris Coffin; (SD)                                                                                                                                                                                                                                                                      |
| ROBERT MONTGOMERY                          | NBC 9:30 | <u>Dr. Ed</u> - (O) by Sandra Michael; with Walter Matthau, Lucy<br>Lancaster, Pud Flanagan, Gaye Jordan, Rubin Singer, Peg Hil-<br>lias, Frank Fenton, Audra Lindley, Julian Noa, Katherine Raht,<br>Lawrence Weber, Henry Beckman, Bonnie Sawyer, Peter Lazer,<br>Ed Latimer, Polly Cole, Gladys Thornton, Mary Carroll, Bob<br>Fitzgerald, Janis Mattson, Beverly Lunsford; Dir by Perry<br>Lafferty |
| STUDIO ONE                                 | CBS 10pm | <u>Short Cut</u> - (O) by Carey Wilber; with Jackie Gleason, Priscil-<br>la Gillette, Lin McCarthy, Larry Gates, Perry Ivans, Florenz<br>Ames, Charles Penman, Charles Jordan, Woodrow Parfrey; (SD)<br>by Paul Nickell                                                                                                                                                                                 |

TUESDAY DECEMBER 7  
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<u>Ella Raines</u>	WRCA-TV 7pm	<u>The Benton Case</u> - (O) by Victor Wolfson; with Shepperd Strud- wick, Gerald Price, Irma Sandre, Frank Hobi, Miriam Goldina; (SD)
<u>Cavalcade of America</u>	ABC 7:30	<u>Night Call</u> - (O) by Larry Marcus; with Dean Jagger, Sheila Bromley, Alyn Lockwood, Nancy Hale, Donald Murphy, Jill St. John, Jackie Donner, Paul E. Burns; Dir by Robert Stevenson; Jack Denove Production
<u>Waterfront</u> (Preston Foster)	WABD 7:30	<u>Cap'n John's Dilemma</u> - (O) Arthur Hoerl; with Jack Lambert, Ralph Dumke, Howard Petrie, Sid Saylor, Louis Jean Heydt, George Chandler, Jim Hayward; (SD)
RED SKELTON	CBS 8pm	Vivian Blaine (S) (FROM HOLLYWOOD)
<u>Bob Hope</u>	NBC 8pm	Beatrice Lillie (C), Maurice Chevalier (S), Liane Dayde (D), Molra Lister, McDonald Hobley (announcer), Cologne Male Choir Conducted by Wilhelm Pitz, Shirley Eaton, Doreen Dawne (Miss Great Britain of 1952 & 53); BBC Orch conducted by Eric Rob- inson
<u>Studio 57</u>	DuM 8:30	<u>Fish Widow</u> - with Pat Carroll, Joe Allen, Jr., Ward Wood, Jim Hayward, Jan Arvan; (SD)

<u>Halls of Ivy</u> (Ronald & Benita Colman)	CBS 8:30	(O) by Nat Wolff & Don Quinn, (A) by Decla Dunning; with regu- lars & Joanne Davis; (SD)
<u>Inner Sanctum</u>	WOR-TV 9pm	<u>Face of the Dead</u> - (SW) by John Roeburt; with Everett Gloane, Harry Bellaver, Gloria McGhee, Jack Klugman, John McGovern, John Raby; (SD)
<u>Fireside Theater</u> (Gene Raymond)	NBC 9pm	<u>His Father's Keeper</u> - (O) by Octavus Roy Cohen, (A) by David Lord, David Victor, Herbert Little, Jr.; with Paul Kelly, Bob- by Driscoll, Helen Wallace, Richard Karlan, John Tarangelo, Wayne Taylor, Stan Mallotte, Hugh Sanders, William McLean; (SD)
<u>Danny Thomas</u> (Jean Hagen)	ABC 9pm	(O) by Robert O'Brien & Irving Elinson; with regulars & Hy Averback; (SD)
UNITED STATES STEEL HOUR	ABC 9:30	<u>One for the Road</u> - (O) by Ellis St. Joseph; with Charles Co- burn, Jeff Donnell, Edward Andrews, John Alexander, John Watt Studer, Eileen Merry; (SD)
DANGER	CBS 9:30	<u>Knife in the Dark</u> - (O) by Evans Harrington, (A) by Rod Ser- ling; with Paul Newman, James Gregory, William Harrigan, Wal- ter Burke, Joe Silver, John Connell; (SD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	<u>H for Hurricane</u> - (O) by Kathleen & Robert Howard Lindsay; with Kim Stanley, Whitfield Connor, Byron Russell, Brook Sea- well; (SD) by Dan Petrie
LIFE WITH FATHER (Leon Ames & Lurene Tuttle)	CBS 10pm	<u>Father and the Value of Money</u> - (SW) by Whitfield Cook; with regulars & Robert Emmet Keane, Olan Soule, Fred Sherman, Mir- iam Wolfe, Brainerd Duffield; (SD, FROM HOLLYWOOD)

WEDNESDAY DECEMBER 8  
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|                                    |             |                                                                                                                                                                                |
|------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wild Bill Hickok</u>            | WRCA-TV 6pm | <u>Banshee City</u> - with regulars; (SW & SD)                                                                                                                                 |
| <u>Disneyland</u><br>(Walt Disney) | ABC 7:30    | <u>Operation Undersea</u> - Cartoon story by Milt Banta & Bill Berg;<br>(A) by Winston Hibler, Ted Sears, John Lucas; Dir by Hibler &<br>Hamilton Luske; Music by George Bruns |





WEDNESDAY DECEMBER 6 (Cont'd)

I Married Joan NBC 8pm  
(Joan Davis)

regulars & Ben Weldon, Louis Charles, Barney Phillips, Frankie Darro, Dick Crockett, Paul Baxley, Dorothy Granger; (SD)

New Stu Erwin Show ABC 8:30  
(June Collyer)

Wedding Bouquet - (O) by Wanda Tuckock; with regulars & Jean Howell, James Lydon; (SD)

KRAFT TELEVISION NBC 9pm  
THEATRE

Career - (O) by William Chapman White (from Saturday Eve. Post story, (A)-(SW); with Nancy Marchand, Byron Sanders, Pat O'Malley, E. A. Krumschmidt, Alfred Wallace; (SD)

BEST OF BROADWAY CBS 10pm  
(COLOR)

The Philadelphia Story - (O) by Philip Barry, (A) by Philip Barry, Jr.; with Dorothy McGuire, John Payne, Richard Carlson, Herbert Marshall, Mary Astor, Charles Winninger, Dick Foran, Neva Patterson, Jane Sutherland; Dir by Sidney Lumet

Douglas Fairbanks WRCA-TV 10:30

The Lovely Place - (O) by Gabrielle Upton; with Diana Dors, Ron Randell; Dir by Leslie Arliss

THURSDAY DECEMBER 7

Foreign Intrigue WRCA-TV 7pm  
(Gerald Mohr)

F. I. and the Playful Prince - (O) by Gene Levitt; with John Padovano, Binger Malmsten, Anne Marie Gyllenspitz, Gilbert Robin, John Stark; (SD)

Ray Milland CBS 8pm  
(Phyllis Avery)

(O) by Albert E. Lewin & Burt Styler; with regulars & Ray Walker; Dir by James Neilson

THE MAIL STORY ABC 8pm

The Mail Fraud - (O) by Max Ehrlich; with Dennis Patrick, Truman Smith, Royal Dano, Arch Johnson, Anthony Perkins, Dorothy Rice, Pam Lawrence, Ted Brenner; (SD)

Treasury Men in Action ABC 8:30  
(Walter Greaza)

The Case of the Desperate Men - (O) by Alvin Boretz; with Charles Bronson, Aaron Spelling, Isabel Jewell, Tom McKee, Joyce McClusky; (SD) by William Beaudine

JUSTICE NBC 8:30  
(Gary Merrill)

Edge of Fear - (O) by George Bellak; with Peggy Ann Garner, William Redfield, Rusty Lane, Ray Bramley, Jim Dolen, others to be announced; (SD)

CLIMAX! CBS 8:30  
(William Lundigan)

Epitaph for a Spy - (O) by Eric Ambler, (A) by Donald S. Sanford; with Edward G. Robinson, Melville Cooper, Robert F. Simon, Ivan Triesault, Nicholas Joy, Norma Varden, Maurice Marsac, Sheila Bromley, David O'Brien, Marjorie Lord; (SD) by Allen Reisner (FROM HOLLYWOOD)

SO YOU WANT TO LEAD-BAND ABC 9pm

Bill Haley & His Comets

Dragnet NBC 9pm  
(Jack Webb)

regulars & Walter Sande, Douglas Kennedy, Jack Haddock, David Holt, Richard Grant, Cheryll Clarke; (SW & SD)

Ford Theatre NBC 9:30  
(COLOR)

Charlie C Company - (O) by William Chamberlain, (A) by Steve Fisher; with Edmond O'Brien, Robert Strauss, Kerwin Mathews, Gene Reynolds, Adam Williams, Mark Andrews; Dir by Arnold Laven

KRAFT TELEVISION ABC 9:30  
THEATRE

The Consul - (O) by Richard Harding Davis, (A) by Kathleen & Robert Howard Lindsay; with Harold McGee, Howard St. John, Chester Stratton, Frank M. Thomas, Beverly Whitney, Gene O'Donnell, John Shellie, Alan Haines, Peter Fernandez; (SD) by Stanley Quinn

Four Star Playhouse CBS 9:30

Bourbon Street - (O) by Dick Carr; with Dick Powell, Beverly Garland, William Leicester, Ed Platt, Richard Reeves, King Donovan, Clarence Muse; Dir by Roy Kellino

Public Defender CBS 10pm  
(Reed Hadley)

Open Season - (O) Jackson Gillis; with Harry Shannon, Russell Simpson, Marsha Mae Jones, Ray Montgomery, George Neise; (SD)

LUX VIDEO THEATRE NBC 10pm

Ladies in Retirement - (O) by Reginald Denham & Edward Percy, Columbia film screenplay by Garrett Fort & Reginald Denham, TV (A) by Richard McDonagh; with Claire Trevor, Elsa Lanchester, Isobel Elsom, Sean McClory; (SD, FROM HOLLYWOOD)

FRIDAY DECEMBER 10

GUY LOMBARDO WRCA-TV 7pm

Pat Marshall (S)

Adventures of Rin- ABC 7:30  
Tin-Tin (Lee Aaker)

Outcast of Fort Apache - with regulars & Richard Emory, William Forrest, Sheb Wooley, John Hart, Rand Brook; (SW & SD)

Secret Files, U.S.A. WABD 8:30  
(Robert Alda)

Mission Navik - with Joan Remsmelts, Caro Van Eyck, Pim Dikkers, Jack Kroner; (SW & SD)

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FRIDAY DECEMBER 10 (Cont'd)  
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<u>Topper</u> (Anne Jeffreys)	CBS 8:30	<u>The Army Game</u> - (O) by Donn Mullally; with regulars & Henry Kulky, Damion O'Flynn, Tom Browne Henry, Phil Tead, Frank Sully; (SD)
<u>Schlitz Playhouse</u>	CBS 9pm	<u>Spangal Island</u> - (O) by Walter C. Brown, (A) by Alden Nash; with Arthur Franz, Betty Lynn, Peter Adams, Chris Olsen, Emerson Treacy, Walter Sande, William Haade, William Vedder; (SD) by Jus Addiss
<u>The Life of Riley</u>	NBC 8:30	<u>Puppy Love</u> - with regulars & Judy Nugent; (SW & SD)
<u>New Ray Bolger Show</u>	ABC 8:30	regulars & Merry Anders; (SW & SD)
THE BIG STORY (Norman Rose)	NBC 9pm	<u>Robert Loving, Bristol, Tenn. Herald Courier</u> - (O) by Allan Sloane; with Harry Townes, Robert Shawley, Tom Gorman, Margaret Feury, Crahan Denton, Frank Sutton; (SD)
THE STRANGER (Robert Carroll)	DuM 9pm	<u>Double Trouble</u> - (O) by James Blumgarten & John Gay; with James Gregory, Royal Beal, Buddy Piper, Hal Currier, Peggy Bennion, Robert Herrman, Michael Keene; (SD)
<u>The Vise</u> (Ron Randall)	ABC 9:30	<u>The Very Silent Traveler</u> - with Donald Masters, Robert O'Neill Dennis Shaw; (SD)
<u>Our Miss Brooks</u>	CBS 9:30	regulars & John Smith; (SW & SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY DECEMBER 3 THRU FRIDAY DECEMBER 10  
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|                                                                        |              |                                                                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE MORNING SHOW                                                       | CBS 7am      | M thru F - Winston Burdett subs for vacationing Charles Collingwood; Julius LaRosa (S) extended thru Thu                                                                                                                                                                                  |
| BREAKFAST CLUB                                                         | ABC 9am      | M thru F - Walter Kiernan subs for vacationing Don McNeill                                                                                                                                                                                                                                |
| GARRY MOORE                                                            | CBS 10am     | regulars & Tu - Jackie Bright (C); F - Roger Price (doodles), the Three Swifts (variety), Mae Barnes (S)                                                                                                                                                                                  |
| TED STEELE                                                             | WOR-TV 3pm   | M thru F - regulars & Dick Duane, Helene Dixon, Art Lund (all S)<br>M only - Denise Lor (S); Th only - Eydie Gorme (S)                                                                                                                                                                    |
| THE WORLD OF MR. SWEENEY (Charlie Ruggles, Helen Wagner, Glenn Walken) | NBC 4:30     | regulars & M - Peggy Fenn, Charles Sari; Tu - Kay MacDonald; W - Ethel Remey, Roy Fant, Julie Follansbee, Thomas Coley; Thu Mimi Strongen (also F), Michael Dreyfuss, Carroll Howe; F - Charles Cooper; (SW & SD)                                                                         |
| MODERN ROMANCES<br>(Martha Scott)                                      | NBC 4:45     | M thru F - <u>Homecoming</u> - (O) by George Lefferts; with Barbara Joyce, Russell Hardie, Roni Dengel, Don Keefer, Robert Harris, Dorothy Peterson; (SD) by Jim Sheldon                                                                                                                  |
| MERRY MAILMAN                                                          | WOR-TV 6pm   | M - Vincent Lopez (M)                                                                                                                                                                                                                                                                     |
| MAGIC COTTAGE                                                          | WABD 6pm     | M thru F - regulars & Al Ramsen, Rod Colbin; (SW & SD)                                                                                                                                                                                                                                    |
| THE SKY'S THE LIMIT                                                    | WRCA-TV 6:30 | M thru F - Hope Lange replaces Marilyn Cantor as regular (S&D)                                                                                                                                                                                                                            |
| CAPTAIN VIDEO<br>(Al Hodge)                                            | DuM 7pm      | M thru F - <u>Tobor's Return</u> - (O) by Carey Wilber (thru 1/14); with regulars & Kenneth Nelson, Earl Hammond, Jack Klugman, Dave Ballard, Frank Lyons, Stephen Elliott; (SD)                                                                                                          |
| COKE TIME-E. FISHER                                                    | NBC 7:30     | W - Dinah Shore (FROM HOLLYWOOD THRU 12/22)                                                                                                                                                                                                                                               |
| PERRY COMO                                                             | CBS 7:45     | W - Jaye P. Morgan (S)                                                                                                                                                                                                                                                                    |
| TONIGHT<br>(Steve Allen)                                               | NBC 11:30    | F - Eugene List (M), Elaine Stritch (S); Alfred Drake, Doretta Morrow & Kismet cast; M - Bibi Osterwald (S); Tu - Faye Emerson & Skitch Henderson; W - Zsa Zsa Gabor, Jerome Hines (S), Sandor Glatssz (ping pong); Thu - RCA Choir, Johnny Mercer (composer); F - Marian MacPartland (M) |

SATURDAY DECEMBER 11  
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<u>Captain Midnight</u> (Richard Webb)	CBS 11am	<u>The Electrified Man</u> - (O) by Dane Slade; with regulars & Ian Keith, Regina Gleason, Norman Willis, Edward Foster; (SD)
<u>The Range Rider</u> (Jack Mahoney & Dick Jones)	WRCA-TV 6:30	<u>Peace Pipe</u> - (O) by Virginia M. Cooke; with regulars & Paul Fierro, Henry Rowland, Bob Wilke, Red Morgan, Gloria Sanders; (SD) by Wallace Fox
JIMMY DURANTE (Eddie Jackson)	NBC 9:30	Lauritz Melchior (S) & Durante regulars; the Honey Brothers (ac-ro-C)
GEORGE GOBEL	NBC 10pm	Edward Everett Horton (C); (SW & SD, FROM HOLLYWOOD)
<u>Willy</u> (June Havoc)	CBS 10:30	<u>Willy, Damon and Pythias</u> - (SW) by Bob Fisher & Alan Lipscomb; with regulars & Tom Brown; (SD)
<u>The Lone Wolf</u> (Louis Hayward)	WRCA-TV 11:15	<u>Memo: Malibu</u> - (O) by Mindret Lord; with Marjorie Lord, Tony Barrett, Rhys Williams, Peter Coe, Gena Gilbert; (SD)

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SUNDAY DECEMBER 12  
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|---------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| OMNIBUS<br>(Alistair Cooke)                 | CBS 5pm   | <u>The Contrast</u> - (O) by Royall Tyler, (A) by Gore Vidal; with repertory co. including Nita Talbot, James Milhollin, Lee Richardson; Dir by Tad Danielewsky; other features to be annncd                            |
| <u>Roy Rogers</u><br>(& Dale Evans)         | NBC 6:30  | <u>Gun Trouble</u> - (O) by Dwight Cummins; with regulars & John L. Cason, Harry Harvey, Red Morgan, Wally West, Russ Scott, Dub Taylor; (SD)                                                                           |
| JACK BENNY                                  | CBS 7:30  | regulars; (SW & SD, FROM HOLLYWOOD)                                                                                                                                                                                     |
| OPERA CAMEOS<br>(Giovanni Martinelli)       | DuM 7:30  | <u>Andrea Chenier</u> - excerpts from opera by Umberto Giordano; with Eddy Ruhl, Mary Curtis, Cesare Bardelli; 1st of 2 parts; (SD)                                                                                     |
| TOAST OF THE TOWN<br>(Ed Sullivan)          | CBS 8pm   | Sophie Tucker (S), David Whitfield (S), Sequence from <u>Silver Chalice</u> with Virginia Mayo, Jack Palance, the former in person <u>Angna Enters</u> (impressionist), <u>The Crew Cuts</u> (S), the Rudells (variety) |
| GENERAL ELECTRIC<br>THEATRE                 | CBS 9pm   | <u>Out of the Night</u> - (O) by Henry Kane, (A) by Arthur Steuer; with Ronald Reagan, others to be announced; (SD, FROM HOLLYW'D)                                                                                      |
| PHILCO TELEVISION<br>PLAYHOUSE              | NBC 9pm   | <u>Catch My Boy on Sunday</u> - (O) by Paddy Chayefsky; with Sylvia Sidney, Martin Rudy, Luchino Solita deSolis, Nan McFarland, Anne Ives, Joanna Vischer, Neil MacKenzie; (SD) by Arthur Penn                          |
| <u>Father Knows Best</u><br>(Young & Wyatt) | CBS 10pm  | <u>Margaret Goes Dancing</u> - (O) by Paul West & Roswell Rogers, (A) by Rogers; with regulars & Robert Faulk, Vivian Janis, Tina Thompson, Nesdon Booth, Oliver Blake, Jean Willes, Ted Thorp, Lester Dorr; (SD)       |
| <u>Loretta Young</u>                        | NBC 10pm  | <u>Evil for Evil</u> - (O) by Pauline Stone & Herman J. Epstein, (A) by Lowell S. Hawley; with Griff Barnett, Malcolm Atterbury, Walter Reed, Dabs Greer, Eddy Waller, Jane Darwell, Walter Plannery, Leon Tyler; (SD)  |
| <u>The Hunter</u><br>(Keith Larsen)         | NBC 10:30 | <u>The Beetle Brigade</u> - (O) by B. Loring; with Ronald Long, Dick Wigginton, Alan Shayne, Svea Grunfeld; (SD)                                                                                                        |

NEW YORK TALENT AVAILABILITIES  
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<u>WOODIE HERMAN</u> - available 1/28 to 2/25 - AGT: Dick Alen, Shaw Artists, MU 8-2230	<u>EARTHA KITT</u> - star of Mrs. Patterson - PRESS: Bill Doll, WI 7-2586
<u>BROOK SEAWELL</u> - 7-yr. old actress in <u>Armstrong's</u> , recently in <u>Traveling Lady</u> - AGT: Grace Lyons, JU 6-8330	<u>GEORGE KEANE</u> - in long-running <u>7 Year Itch</u> - MU 8-6600
<u>SIGNE HASSO</u> - <u>Camille</u> on last week's <u>Kraft</u> - AGT: Kenneth Later, PL 7-6964	<u>SYLVIA SIDNEY</u> - starring in next Philco Playhouse production (See listing above) - AGT: Jane Broder, MU 8-0960
<u>JOHN SEBASTION</u> - harmonica virtuoso in concert at Town Hall - AGT: Columbia Artists, CI 7- 6900	<u>MIRIAM GOLDINA</u> - translator of <u>Stanislavsky Dir-</u> <u>ects.</u> published by Funk & Wagnalls - SU 7- 5400
<u>VINCENT PRICE</u> - opening in <u>Black-Eyed Susan</u> at the Playhouse on Dec. 15 - PRESS: Phillip Bloom, CH 4-5185	<u>WERNER KLEMPERER</u> - in <u>Dear Charles</u> - PL 3-2310
<u>SHEILA BOND</u> - featured in <u>Lunatics and Lovers</u> - PRESS: R.S. Maney, CI 7-4646	<u>MIKHAIL RASUMNY</u> - veteran comedy actor of films on last <u>Elgin Hour</u> - AGT: Peter Witt, PL 9-7966
<u>VIRGINIA MAYO</u> - Queen of Macy's Thanksgiving Par- ade, soon to be seen in <u>Silver Chalice</u> - Contact: Warners, CI 6-1000	<u>JAMES REESE</u> - character actor - PL 3-2310
<u>IRRA PETINA</u> - vivacious singing actress currently in <u>Hit the Trail</u> at the Hellinger - PRESS: Nat Dorfman, LO 3-0858	<u>ISOBEL ELSOM</u> - recreates film role in <u>Ladies in</u> <u>Retirement</u> on <u>Lux Video</u> - PL 7-6300
<u>CHARLES COBURN</u> - star of the U.S. Steel Hour - AGT: Ken Later, PL 7-6964	<u>MARGARET HAMILTON</u> - popular TV comedienne - EL 5-7224
	<u>VIOLA ROACHE</u> - character actress - MU 2-8060

1. The first part of the document is a list of names and dates, arranged in a table-like format. The names are written in a cursive script, and the dates are in a more formal, printed style. The list appears to be a record of some kind, possibly a roster or a list of events.

2. The second part of the document is a series of paragraphs, each beginning with a date. The text is written in a cursive script, and the dates are in a more formal, printed style. The paragraphs appear to be a record of some kind, possibly a diary or a log.

3. The third part of the document is a series of paragraphs, each beginning with a date. The text is written in a cursive script, and the dates are in a more formal, printed style. The paragraphs appear to be a record of some kind, possibly a diary or a log.

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9. The ninth part of the document is a series of paragraphs, each beginning with a date. The text is written in a cursive script, and the dates are in a more formal, printed style. The paragraphs appear to be a record of some kind, possibly a diary or a log.

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# Ross Reports ON TELEVISION

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## THE TELEVISION INDEX

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ASSOC ED: Alvin Sullum  
BUS MGR: Marjorie Oxley

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday(13)

CBS- 1:15-1:30pm EST, Mon thru Fri; DEBUT; Road of Life; from WCBS-TV(NY), no. of stations indefinite. Sponsor- Procter & Gamble Co (Ivory Flakes, Crisco, Drene) thru Compton Advertising, Inc.(NY); Acct Execs- Bob Prentice(Crisco), Joe Cross(Ivory), Seward Woodard(Drene); Agcy Superv- John Egan; Commls- on film. Pkgr- Compton Advertising, Inc (for P & G); Exec Prod- John Egan; Prod- Jim Seaborne; Prod Asst- Theresa Ugo; Dir- Walter Gorman; Writer- Charles Gussman; Casting- Mel Goodman (at Compton). Television debut of the radio serial which has been on the air for 17 years; using the same cast as the radio show. Both radio and television shows will be separate until January when the radio program will be pre-recorded from the TV show of the previous day. Current radio shows are recorded three weeks in advance. The program stars Don MacLaughlin as Dr. Jim Brent; with Virginia Dwyer, Dorothy Sands, Barbara Becker, Harry Holcombe, Bill Lipton, Elizabeth Lawrence, Michael Kane, Elspeth Eric and Hollis Irving. Road of Life replaces The Seeking Heart in this time spot for the same sponsor.

#### Tuesday(14)

CBS- 2:30-3pm EST; HIGHLIGHT; Art Linkletter's House Party; from WCBS-TV(NY), one time only (then origination reverts to KNXT), for Pillsbury Grand National Bake-off Awards Luncheon, with Art Linkletter as m.c., and Mrs. Earl Warren and Arthur Godfrey joining with Linkletter in presenting the awards. Director for the New York program, originating at the Waldorf-Astoria, is Bob Bleyer.

#### Wednesday(15)

CBS- 10:45pm-11pm EST, approx.; Red Barber's Corner; from WCBS-TV(NY), 39 stations live. Sponsor- (except for New York & New England areas, which are sustaining) State Farm Mutual Automobile Insurance Co thru Needham, Louis & Brorby, Inc(Chi); Acct Exec- William Ohle; Agcy Superv- Robert Salter(NY); Comm Ann-cr- Red Barber. Pkgr- CBS Sports(NY); Prod- Judson Bailey; Dir- Rai Purdy. Red Barber is host for weekly sports interviews and a roundup of sports news, following the Blue Ribbon Boxing Bouts, which are seen three Wednesdays out of four each month. Barber is CBS Counselor on Sports. The new program replaces Sports Spot with Mel Allen in the same time spot; last show was Dec 1.

- Page 209 -

THIS WEEK(More)

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THIS WEEK(Cont'd)

Friday(17)

POOL- 5-5:30pm EST; SPECIAL; Eisenhower Christmas Message & Tree Lighting; from WMAL-TV(Wash), to the ABC, CBS, NBC nets, with origination handled by ABC-WMAL cameras. Sustaining, public service. Traditional lighting of the community Christmas tree by the President; with singing by massed choirs from the capitol's churches, followed by President Eisenhower's Christmas message to the nation. CBS and NBC will carry only the 5:15-5:30 portion of the program.

Saturday(18)

NBC- 8:30-9pm EST; SPECIAL; Look Magazine TV Awards; from WRCA-TV(NY) & KRCA-TV (LA), no. of stations indefinite. Sponsor- The Toni Co (Viv, Deep Magic, Pamper) thru Leo Burnett Co., Inc(Chi), Weiss & Geller, Inc(Chi), Clinton E. Frank, Inc(Chi). Pkgr- NBC; Prod- Barry Wood; Dir- John Goetz; Music Dir- Harry Sosnik; Writer- Charles Andrews. Look Magazine's Fifth Annual TV Awards will be spotlighted in a special show. Of the 13 awards this year, seven go to NBC personalities and programs, four to CBS and one each to ABC and DuMont. The special program replaces Place the Face in this time spot for the sponsor, one time only.

Sunday(19)

NBC- 2-2:15pm EST; SPECIAL; No Room in the Inn; from WRCA-TV(NY), to the net. Sustaining. Pkgr- NBC-TV(NY); Prod- Doris Ann; Dir- Martin Hoade. Bishop Fulton J. Sheen, national director of the Society for the Propagation of the Faith, will deliver a talk in support of aid for the world missions of the Society.

OTHER NETWORK CHANGES & ADDITIONS

ABC- College Press Conference (Sun, 4:30-5pm EST) New day and time, effective Dec 19, when it will move its origination from Philadelphia to Washington, D. C. The program had formerly been seen Mon, 9-9:30pm EST (and will continue in that time spot via kine over WABC-TV, New York). The program had been called Junior Press Conference up to Oct 11 when the title was changed to the current name.

CBS- Your Favorite Playhouse, ON FILM; DEBUT Dec 12; Sun, 9:30-10pm EST; from WCBS-TV (NY) & KNXT(LA), 56 stations net, 21 delayed. Sponsor- Bristol-Myers Co (All products) thru Young & Rubicam, Inc(NY); Acct Exec- Robert Osburn; Agcy Superv- J. Brooks Emory; Comm Superv- Bill Whitman; Comm Anncr- Joel Aldred (live & film). Pkgr & Prod- Eugene Solow and Brewster Morgan for United Television Programs; anthology series with various directors and stars, from the producers' Authors Playhouse series, produced this year in Hollywood. The film series replaces Honestly, Celeste! in this time spot for the sponsor, for an indefinite period.

DuM- Down You Go (Wed, 10-10:30pm EST) Add Boris Karloff, Laura Hobson and Leonora Corbett as regular panelists, with four appearing on each telecast, from among the rotating seven regulars (See page 207). Add: Prod- Louis G. Cowan, Inc.; Dir- Dick Sandwick(DuM).

NBC- Captain Hartz and his Pets (Sun, 12noon-12:15pm EST) Ned Locke replaces Tom Mercein as Captain Hartz, effective Dec 12.

Armstrong's Circle Theatre (Tue, 9-9:30pm EST) David Susskind is producer of the program, replacing Ralph Nelson. George Gould (see page 207) produced one program only. Dan Petrie, Bill Corrigan and Robert Stevens are alternating directors.





## LOCAL STATION ACTIVITY

- WABC-TV(Ch 7) - Let's Take Sides; RETURN Dec 19; Sun, 1-1:30pm EST. Sustaining.  
New York Pkgrs & Prods- Gerry Gross and Norman Baer; Dir- Louis Volpacelli.  
Bob Considine is moderator for this panel discussion show, with regular panelists Sloan Simpson and columnist Frank Conniff debating with two guest panelists each week on topics suggested by letters from viewers.
- WCBS-TV(Ch 2) - Camera Three; TIME CHANGE Dec 11; Sat, 4:30-5pm EST. The program  
New York was previously seen from 3-3:30pm.
- WPIX(Ch 11) - Skiing with Tobey; DEBUT Dec 15; Wed, 10:55-11:05pm; Thu, 11:10-11:20  
New York pm EST. Sponsor- Northeast Airlines, Inc., thru Chambers & Wiswell, Inc(Boston). Tobey, skiing writer for the N.Y. Daily News, reports on snow conditions in Eastern U. S. and Canada, with occasional displays of ski fashions and equipment.
- WBAL-TV(Ch 11) - Bob Jones; DEBUT Dec 15; Mon thru Thu, 11:15-11:30pm EST. Sustain-  
Baltimore ing. Prod- Brent Gunts. Bob Jones stars in an informal program that might include anything from music to film clips.
- WBBM-TV(Ch 2) - Pee Wee King Show; DEBUT Dec 18; Sat, 10-11:30pm EST. Sponsor- Na-  
Chicago tional Credit Clothing Co. Country and western musician Pee Wee King stars in this musical show which features a seven piece band, a quartet, a trio, comedy and variety acts and guest stars. King recently had his own program over WLW-T(Cinn).
- WWJ-TV(Ch 4) - Traffic Court; RETURN Dec 14; Tue, 6:30-7pm EST. Sponsor- Chevrolet  
Detroit Dealers of Metropolitan Detroit thru Campbell-Ewald Co(Detroit).  
Pkgr- WWJ-TV; Creator- Fran Harris(WWJ). Traffic Judge John D. Watts presides over the program which re-enacts actual Detroit Traffic Court cases, including a new traffic school segment with integrated film and slides.
- KTTV(Ch 11) - Jalopy Derby; ORIGINATION CHANGE Dec 5; Sun, 2:30-5pm PST. Bill  
Los Angeles Welsh describes the action and color at the new Gardena Stadium, at 139th and Western Ave. The telecast formerly originated at Culver City Legion Stadium, which provided the track surface for the new race site.

## PRODUCTION AND PROGRAMMING NEWS

**FILM DIGEST:** CBS will cull more than 150 million feet of film from the Air Force and other sources for the 26 half-hour films for its story of the growth of aviation and the U. S. Air Force, debuting next fall as Conquest of the Air. Each film will be complete in itself, covering a different phase of the story of flight. Col Robert L. Scott, Jr., will be technical advisor.....Charles Marquis Warren to write the pilot film for Gunsmoke, a TV version of CBS' "literate" radio Western series. Warren will produce and direct the series and supervise the writing of future scripts..... Mitzi Green replaces Cass Daley in the starring role of the So This Is Hollywood series for the Toni Co. She's supported by Virginia Gibson, Gordon Jones and Jimmy Lydon. Ed Beloin is producing, with Richard Bare as associate producer-director.

Screen Gems, Inc., has set up a "personalized" agency service under which a producer is assigned exclusively to an ad agency to handle its TV commercial film needs. Ben Berenberg, exec producer, heads the unit for BED&O; Sonny Chalif heads the Kenyon & Eckhardt production unit.

**NEWS & COMMENT:** There were 32,262,000 TV sets in use in the U. S. as of Nov 1, according to Hugh M. Beville, Jr., NBC director of research. ....NBC opened its new Staging Services Center in New York at Ave of the Americas and 18th St., with over 100,000 square feet of space devoted to scenery and costume design, construction and painting of sets and prop storage for all depts.....The Nielsen Newscast for November reports that 15 daytime TV serials averaged a 6.8 Nielsen compared with an average 6.3 for the same number of weekday non-serials, according to its first October NTI Report. The highest soap opera was at 14.0; the highest non-soap hit 10.6.

**PERSONNEL CHANGES:** James H. Dolan upped to sports director for the DuMont network, succeeding Thomas J. McMahon, resigned.....Ted Nathanson appointed exec producer of WRCA-TV(NY). He has been a staff director.....George Fisher transferred from CBS Radio News in Hollywood to KNXT(LA) news dept as a news editor.... Ira L. Steiner heads the West Coast office of Ashley-Steiner, Inc., new name for Ted Ashley Associates.

1. The first step in the process of the investigation is the identification of the problem. This is done by the investigator who is assigned to the case. The investigator will then gather information about the problem and the people involved. This information will be used to develop a plan of action. The plan of action will be based on the information gathered and the investigator's own experience. The plan of action will be used to guide the investigation and to ensure that the problem is solved. The investigator will then implement the plan of action and will monitor the progress of the investigation. The investigator will then report the results of the investigation to the appropriate authorities. The results of the investigation will be used to develop a plan of action to prevent the problem from recurring. The investigator will then implement the plan of action and will monitor the progress of the investigation. The investigator will then report the results of the investigation to the appropriate authorities. The results of the investigation will be used to develop a plan of action to prevent the problem from recurring.

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1. The first step in the process of the  
 2. is to determine the scope of the project.  
 3. This involves identifying the objectives and  
 4. the resources available for the project.  
 5. Once the scope is determined, the next step is to  
 6. develop a detailed plan for the project.  
 7. This plan should outline the tasks to be completed,  
 8. the timeline for completion, and the resources  
 9. required for each task.  
 10. The final step in the process is to implement the  
 11. plan and monitor the progress of the project.  
 12. This involves regular communication with the team  
 13. and the stakeholders involved in the project.  
 14. The project should be completed within the  
 15. specified timeline and budget.

1. The first part of the document is a list of names and addresses, which are arranged in two columns. The names are written in a cursive script, and the addresses are written in a more formal, printed style. The list includes names such as "John Doe", "Jane Smith", and "Robert Johnson", along with their respective addresses.

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TALENT SHOWSHEET DECEMBER 13-19, 1954

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Most of the shows on December 10, 11, 12 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday December 17. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY DECEMBER 10  
~~~~~

MAMA (Peggy Wood)	CBS 8pm	<u>Beautiful Katy</u> - (O) by Kay Arthur; with regulars & James Lee, Yale Wexler, Charita Bauer, Arthur Walsh, Arlene Stadd; (SD)
RED BUTTONS	NBC 8pm	Joe Silver, Elliot Reid, Werner Klemperer, Stanley Birch, Diana Herbert, Allen Walker; (O) by Larry Gelbart & Hal Collins
<u>Dear Phoebe</u>	NBC 9:30	(O) by Charles Hoffman; with regulars; (SD)
<u>The Lineup</u> (Warner Anderson)	CBS 10pm	<u>Cop Shooting</u> - (O) by Joseph Petracca; with regulars & Marshall Reed, Bill Murphy, Hugh Beaumont, John Bryant, Jim Nusser, Steve Ritch, George Spaulding, George Mather, Gloria Eaton, John Maxwell, Sid Clute, Riza Royce, Tom Daly, Dani Sue Nolan; Dir by Earl Bellamy
CHANCE OF A LIFETIME	DuM 10pm	Billy Fields (S)

SATURDAY DECEMBER 11  
~~~~~

|                                            |                               |                                                                                                                                                                                                                                                                                                               |
|--------------------------------------------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TOM CORBETT, SPACE<br>CADET (Frank Thomas) | NBC 11:30                     | <u>The Atomic Curtain</u> - (O) by Albert Aley; with regulars: Frankie Thomas, Al Markim, Jack Grimes, Edward Bryce, Carter Blake; (SD) by Ralph Ward (PREMIERE OF NEW SERIES)                                                                                                                                |
| ETHEL AND ALBERT<br>(Lynch & Bunce)        | NBC 7:30                      | regulars & Gage Clarke, Joe Fallon, Bob Allen, Michael Mann, Virginia Gerry, Fred Stewart; (SW & SD)                                                                                                                                                                                                          |
| IMOGENE COCA                               | NBC 9pm                       | Gene Raymond, John Baragrey, Ray Walston, J. C. McCord (D), Bill Dana, Andrea Lord, Gerald Milton, Jack Naughton, Boris Marshalov; (SW & SD)                                                                                                                                                                  |
| MY FAVORITE HUSBAND                        | CBS 9:30                      | (O) by Nate Monaster, Arthur Alsberg; with regulars; (SD, H'D)                                                                                                                                                                                                                                                |
| GEORGE GOBEL                               | NBC 10pm                      | Edward Everett Horton, Jeff Donnell & regulars; (SW&D, FROM H'D)                                                                                                                                                                                                                                              |
| STORK CLUB                                 | ABC 10pm                      | Teresa Brewer (S), the Honeydramers (S), Paul Henreid.                                                                                                                                                                                                                                                        |
| ARTHRITIS TELETHON                         | WABC 10:30pm<br>to Sun 3:30pm | Jackie Gleason, Sam Levenson, Kitty Kallen, Janis Paige, Geraldine Page, Guy Lombardo, John Cameron Swayze, Zero Mostel, Rocky Graziano, Bess Myerson, Robert Montgomery, Buff Cobb, Mike Wallace, Nanette Fabray, Carol Haney, Teresa Brewer, Alfred Drake, Sunny Gale, Hazel Scott, Morey Amsterdam, others |

SUNDAY DECEMBER 12  
~~~~~

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	<u>Sword of the Spirit</u> - (O) by Howard Rodman; with Jerry Ito, Wyatt Cooper; (SD)
CAPTAIN HARTZ & PETS	NBC 12N	Ned Locke replaces Tom Mercein as "Captain Hartz" (FROM CHICAGO)
AMERICAN INVENTORY	NBC 12:30	<u>Red Alert</u> - (O) by DeWitt Coop; with Norman Rose, Ellen Demming Mason Adams, Billy Redfield, Lucille Wall, Leona Powers, Russell Hicks; Dir by Ed King
HALLMARK HALL OF FAME	NBC 5pm	<u>The Province of Man</u> - (O) by Meyer Dolinsky; with John Sutton, Peggy Campbell, Leslie Denison, Philip Tonge; (SD, FROM H'WOOD)
OMNIBUS (Alistair Cooke)	CBS 5pm	Introduction to <u>The Contrast</u> - Henry Steele Commager; <u>The Contrast</u> - (O) by Royall Tyler, (A) by Gore Vidal; with Nita Talbot, James Milhollin, Lee Richardson, James Greene, Ralph Hertz, Carl Hans, Nancy Wickwire, Phyllis Love, Frederic Warriner; Dir by Tad Danielewsky
<u>Sunday Supplement</u>	WABD 6pm (COLOR)	A is for Atom - distributed by Gen. Electric; <u>Sun Valley Time</u> - Pres. by Union Pacific R.R., Prod by Hughes Sound Films, Dir by Lafayette Hughes, Jr., Narr. by Lowell Thomas; <u>Once Upon a Time</u> - Pres. by Met. Insurance Co.
YOU ARE THERE (Walter Cronkite)	CBS 6:30	<u>The Cabinet Crisis Over Peggy Eaton</u> - (O) by Saul Levitt; with Olive Deering, Shepperd Strudwick, Phil Coolidge, Richard Carlyle, Leslie Litomy, Eda Heinemann, Larry Gates, Phoebe MacKay, Louise Larabee, Alfred Ryder, John Alexander

1944

In the first place, the fact that the...  
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the third place, the fact that the...

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the twenty-seventh place, the fact that the...



SUNDAY DECEMBER 12 (Cont'd)  
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OPERA CAMEOS DuM 7:30  
 (Giovanni Martinelli)

Excerpts from Andrea Chenier - opera by Giordano (1st of 2 parts); with Eddy Ruhl, Cesare Bardelli; kill: Mary Curtis, add: Vivien Della Chiesa (all S); (SD)

COLGATE COMEDY HOUR NBC 8pm

Gordon MacRae (S & host), Rock Hudson, Jeff Chandler, Tony Curtis, Gloria DeHaven (S), Gene Nelson (D), Paul Gilbert, Mara Corday, Gene Sheldon (C), film clips from So This is Paris; Terry Brennan (coach), Queen of Tournament of Roses & attendants (FROM HOLLYWOOD)

ROCKY KING, DETECTIVE  
 (Roscoe & Todd Karns)

Payment Deferred - (O) by Philip S. Goodman; with John Shay, Harold Stone, Marian Brash, Arch Johnson, Jerry Oddo; (SD)

GENERAL ELECTRIC THEATRE CBS 9pm

Out of the Night - (O) by Henry Kane, (A) by Arthur Steuer; with Ronald Reagan, Constance Ford, James Dean (FROM H'WOOD)

HORIZONS ABC 9:15  
 (Dr. Louis H. Bauer)

The Last Man - (O) by George Bellak; with Audra Lindley, Herb Nelson, Judith Parrish, Tony Bickley; (SD) by Matt Harlib; Prod by Charles Dubin (PREMIERE OF NEW SERIES)

Your Favorite Playhouse CBS 9:30

The Intolerable Portrait - (O) by Christopher LaFarge, (A) by Eugene Solow & Brewster Morgan; with Teresa Wright, Philip Ober, John Dehner, Peter Van Eyck (PREMIERE OF NEW SERIES)

LIFE BEGINS AT 80 DuM 9:30

Vaughn Monroe (S), Adolphe Menjou & regulars

MONDAY DECEMBER 13  
 ~~~~~

Sherlock Holmes WRCA-TV 7pm  
 (Ronald Howard)

The Case of Harry Crocker - (O) by Harold Jack Bloom; with regulars & Archie Duncan, Eugene Deckers, Harry Towb, Gertrude Abrahams, Aki Yanai, Jacques Hilling; (SD)

PRODUCER'S SHOWCASE NBC 8pm  
 (COLOR)

Dateline - with John Daly as MC, Sid Caesar (C), Martha Raye (C), Fred Allen (C), Bob Hope (C), Eddie Fisher (S, FROM H'D), Bob Considine (Pres. of Overseas Press Club), Milton Caniff (cartoonist), Steve Canyon danced by Dick Beard, Meri Miller, Luanna Gardner, James Russell, Choreog by Tony Charmoli; Wally Cox (C) in sketch by Jim Fritzell, Everett Greenbaum, David Shaw; Ernie Pyle sketch by Robert E. Sherwood with Steven Hill Philip Abbott, Murray Hamilton, David White, Bill Gunn, Joan Chambers; Richard Rodgers conducts selections from Victory at Sea with Perry Como (S); Inez Robb (correspondent); Greet the Press - sketch by Tony Webster, with Caesar, Lawrence Spivak Carl Reiner, Hal Boyle, H. V. Kaltenborn, Turner Catledge; Marian Anderson (S); Henry Ford; Dedication by Carl Sandburg; Prod by Fred Coe & Overseas Press Club; OPC Production Committee - Bob Considine, Edward R. Murrow, John Daly, Fleur Cowles, Patricia Lockridge Hartwell, assisted by Eileen Lange; Dir by Alan Handley

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30

Daniel Andrews (S), the Mello-Macs (Nancy Craig, Eddie McDonald, Robert Reaney, George Barr, all S, originally scheduled for Dec. 6)

VOICE OF FIRESTONE ABC 8:30

Cesare Siepi (S)

December Bride CBS 9:30

Rich Man - (O) by Parke Levy, Lou Derman, Herb Finn; with regulars & Walter Woolf King, Paul Cavanaugh, Olaf Hutton (SD)

ROBERT MONTGOMERY NBC 9:30

End of a Mission - (O) by Lionel Shapiro, (A) by James Sheldon with Leslie Nielsen, Maureen Hurley, Edward Andrews, Lilia Skala, Anatol Winogradoff, Lin McCarthy, William Johnstone, Paul Stevens; (SD) by Sheldon

STUDIO ONE CBS 10pm

12:32 A.M. - (O) by Reginald Rose; with Van Dyke Parks, Katharine Bard, Walter Brooke, Don Gibson, Bruce Marshall, Joseph Sweeney, Virginia Maddocks, Sidney Bassler, Carlo DeAngelo, Connie Lembecke, Charles Aidman; (SD) by Franklin Schaffner

Big Town WRCA-TV 10:30  
 (Mark Stevens & Trudy Wroe)

regulars & Barry Kelley, Lynn Stalmaster, Kathleen Crowley, Karen Steele, James Anderson, Paul Burke, Robert Simon; (SW,D, SEEN ON OTHER STATIONS PREVIOUS WED. 10:30-11pm)

TUESDAY DECEMBER 14  
 ~~~~~

Ella Raines WRCA-TV 7pm

The Murch Case - (O) by Victor Wolfson; with Henry Jones, Doro Merande, Martin Huston, Harry Bellaver, Frieda Altman, Donald McClelland, Pidgie Jamieson, Jim Nolan; (SD)

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

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$$C_1 = \frac{1}{2} \left( \frac{1}{\sqrt{2}} \begin{bmatrix} 1 & 1 \\ 1 & -1 \end{bmatrix} \right)^2 = \frac{1}{2} \begin{bmatrix} 1 & 0 \\ 0 & 1 \end{bmatrix} = \frac{1}{2} I_2$$

THE UNIVERSITY OF CHICAGO PRESS

1. 1990年12月25日，在俄罗斯莫斯科市，俄罗斯总统叶利钦在克里姆林宫正式签署《俄罗斯联邦宪法》，宣布俄罗斯联邦正式成为民主国家。

1. *Pharmaceutical industry* – The pharmaceutical industry is the largest of the three industries, with sales of \$10.5 billion in 1997. It is the only industry that has a significant presence in all three markets.

[illegible][illegible][illegible]

$\frac{d}{dt} \left( \frac{\partial L}{\partial \dot{x}} \right) = \frac{\partial L}{\partial x}$

2. *How do you feel about the way you are being treated?*



TUESDAY DECEMBER 14 (Cont'd)  
 ~~~~~

Cavalcade of America ABC 7:30

A Medal for Miss Walker - with Maura Murphy, Frank Ferguson, Roy Roberts, Hugh Sanders, Walter Reed

Waterfront WABD 7:30  
 (Preston Foster)

The Rift - (O) by Lillie Hayward; with regulars & Kathleen Crowley, Claudia Barrett, Ralph Dumke, Willie Best; (SD) by Phil Karlson

BUICK-BERLE NBC 8pm

regulars including Smith & Dale (C); Janet Blair (S)

RED SKELTON CBS 8pm

Vivian Blaine (S), listed last week, appears this date (H'WOOD)

The Halls of Ivy CBS 8:30

regulars & Leonard Freeman, Ken Christy; (SW & SD)

Studio 57 DuM 8:30

Rescue at 12 Lakes - Jorja Curtright, George Wallace, Donald Murphy; Dir by Paul Landres

Inner Sanctum WOR-TV 9pm

The Lonely One - (O) by Samuel Elkin; with Vaughn Taylor, Edward Binns, John Kellogg, Nan McFarland, Jim Dolen, Lou Polan

Fireside Theater NBC 9pm

The Mural - (O) by Frederick Kohner & Ray Vernon, (A) by Charles Bennett, Herbert Little, Jr. and David Victor; with John Warburton, Rhys Williams, Henri Letondal, Suzanne Dalbert, Andre Villon; (SD)

Danny Thomas ABC 9:30  
 (Jean Hagen)

(O) by Bob Fisher & Alan Lipscomb; with regulars & Harry Shearer, George Neise, James Cross; (SD)

ARMSTRONG'S CIRCLE NBC 9:30  
 THEATRE

Hit a Blue Note - (O) by Anne Howard Bailey; with Walter Matthau, Carol Bruce (S), Conrad Janis, Ralph Stantley, Bert Thorne, Royal Beal; following (M): Teddy Napoleon, Eddie Saffranski, Joe Jones, Edmund Hall, Mundell Low, Charlie Shavers; (SD)

ELGIN HOUR ABC 9:30

Yesterday's Magic - (O) by Luigi Pirandello, (A) by Michael Dyne; with Judith Anderson, Herbert Marshall, Francis Lederer, Roddy McDowall, Rex O'Malley; (SD)

DANGER CBS 9:30

A Taste for Murder - (O) by Philip Freund; with Jeffrey Lynn, George Macready, Rebecca Sand, Jock MacGregor; (SD)

LIFE WITH FATHER CBS 10pm  
 (Ames & Tuttle)

no credits available at press time (FROM HOLLYWOOD)

It's A Great Life NBC 10:30  
 (O'Shea, Bishop, Dunn)

Denny's Big Night - with regulars & Jean Byron, Phyllis Coates, Pamela Duncan; (SW & SD)

WEDNESDAY DECEMBER 15  
 ~~~~~

Disneyland ABC 7:30  
 (Walt Disney)

Davy Crockett, Indian Fighter - with Fess Parker, Helene Stanley, Eugene Brindle, Ray Whiteside, Buddy Ebsen, Basil Ruysdael, William Bakewell, Pat Hogan; Dir by Norman Foster; (O) by Tom Blackburn; Music by George Bruns

New Stu Erwin Show ABC 8:30

The Wedding Bouquet - with regulars & Merry Anders; (SW & SD)

KRAFT TELEVISION NBC 9pm  
 THEATRE

Account Rendered - (O) by Jack Laird; with Jessie Royce Landis, Craig Kelly, Richard Kendrick, Aina Niemela, Addison Richards, Heywood Hale Broun; (SD)

Adolphe Menjou's WOR-TV 9:30  
Favorite Story

It Couldn't Happen - (O) by Frank Burt; with Peter Hanson, Nancy Gates, Merritt Stone, Suzanne Tafel, Norman Rainey, Norman Rice, Pat Aherne; (SD)

DOWN YOU GO DuM 10pm  
 (Bergen Evans)

regular alternating panelists: Boris Karloff, Laura Z. Hobson, Leonora Corbett, Phil Rizzuto, Elizabeth Montgomery, Walt Kelly, Prof. Norbert Wiener

Douglas Fairbanks WRCA-TV 10:30

The Mixup - no credits available at press time

THURSDAY DECEMBER 16  
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Foreign Intrigue WRCA-TV 7pm  
 (Gerald Mohr)

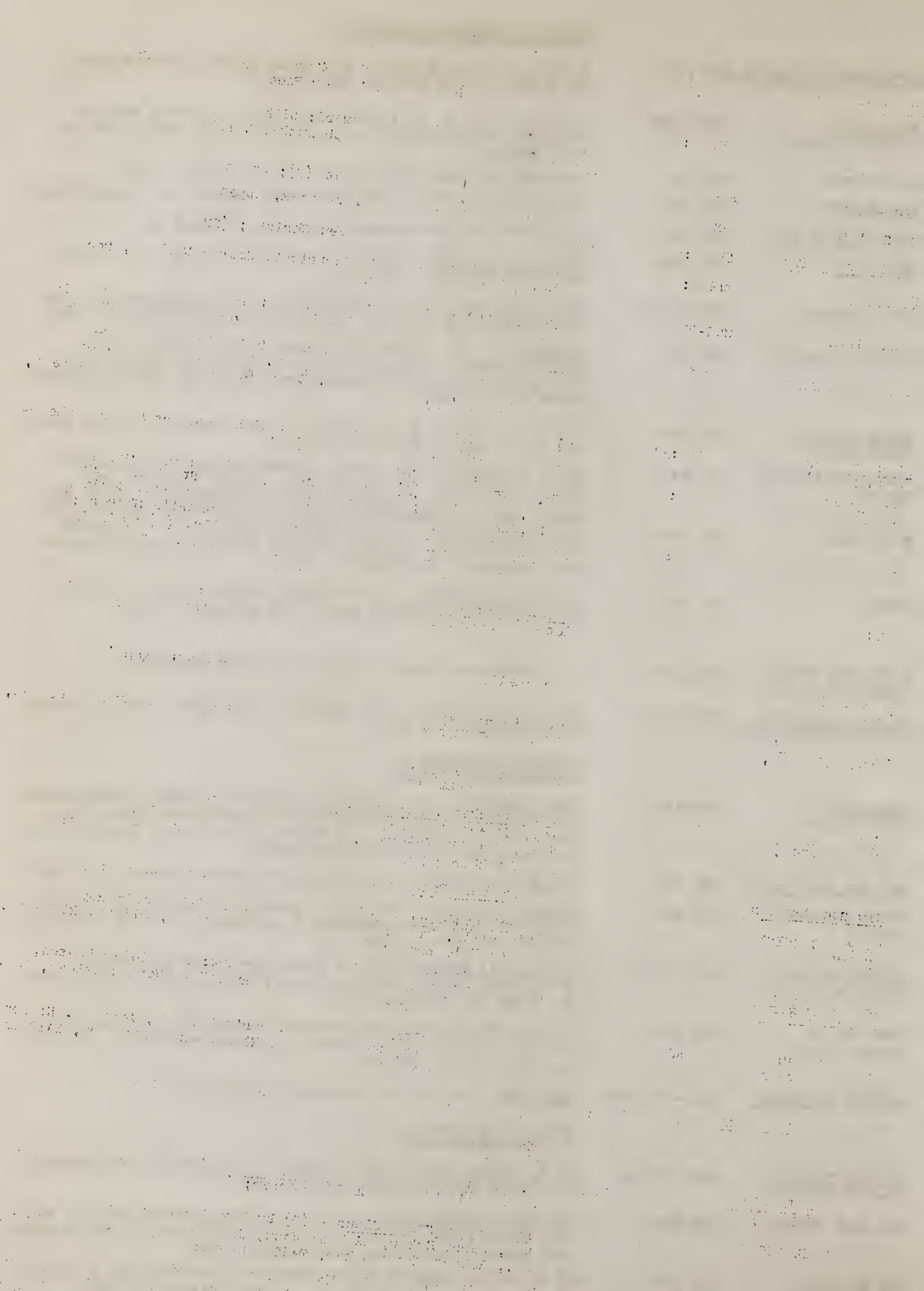
F. I. and the Bullfighter's Woman - (O) by Harold Jack Bloom; with Sonja Wigert, Emilio Carrer; (SD)

THE MAIL STORY ABC 8pm

Letters to Santa Claus - (O) by Max Ehrlich; with Lucille Patton, Jerry Eskow, Michael John, Geoffrey Bryant, Jason Roebards Jr., Robert Christopher, Tedi Thurman; (SD)

Ray Milland CBS 8pm  
 (Phyllis Avery)

(O) by Milton Pascal & Morris Freedman; with regulars & Leon Tyler, Sharon Moffett, Harris Brown, Queenie Leonard; (SD)





THURSDAY DECEMBER 16 (Cont'd)  
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Treasury Men in Action ABC 8:30  
 (Walter Greaza)

The Case of the Losing Gunman - (O) by Alvin Boretz; with John Hoyt, Claire Carlton, Stephen Roberts, Paul Madden, Norman Ollestad; Dir by Gerald Mayer

CLIMAX! CBS 8:30  
 (William Lundigan)

The White Carnations - (O) by Dorothea Carouso, (A) by Morton Fine & David Friedkin; with Teresa Wright, Frank Wilcox, Lester Matthews, Vivi Janniss; (SD) by William H. Brown, Jr. (As Flowers from a Stranger, play done thrice previously on Studio One, with (A) by Worthington Miner)

JUSTICE NBC 8:30  
 (Gary Merrill)

Death for Sale - (O) by Jerome Coopersmith; with Royal Dano, Frank Overton, Katherine Squire, Don Briggs, Jeff Harris; (SD)

SO YOU WANT TO LEAD-BAND ABC 9pm

Norman Petty Trio (M)

Dragnet NBC 9pm  
 (Jack Webb)

regulars & Bob Crosson, Lee Roberts, Ramsay Williams, Corey Allen, Ben Morris, Susan Wayne; (SW & SD)

Four Star Playhouse CBS 9:30

A Championship Affair - (O) by Eugene Vale; with Charles Boyer, Vera Miles, Ross Elliott, Ray Walker, Don Beddoe, Richard Hale, Dayton Lummis; Dir by Robert Florey

Ford Theatre NBC 9:30  
 (COLOR)

Portrait of Lydia - (O) by Robert Smith & Beulah Rubin; with Donna Reed, Robert Horton, Nan Boardman, Jonathan Hale; (SD)

KRAFT TELEVISION THEATRE ABC 9:30

The Time of the Drought - (O) by Bellamy Partridge, (A) by Dale Wasserman; with Ed Begley, Joe Maross, Vaughn Taylor, June Dayton, Valerie Cossart, Clay Hall, Billy Lee; (SD)

Public Defender CBS 10pm  
 (Reed Hadley)

Socrates - (O) by Al C. Ward; with regulars & Percy Helton, Brett King, Ann Morriss, George E. Stone, Mike Mazurki, Ralph Smiley; (SD)

LUX VIDEO THEATRE NBC 10pm  
 (James Mason)

Double Indemnity - (O) by James M. Cain (novel), Screenplay for Paramount film by Billy Wilder & Raymond Chandler, TV (A) by Frederic Manley & Sanford H. Barnett; with Laraine Day, Frank Lovejoy; (SD, FROM HOLLYWOOD)

FRIDAY DECEMBER 17  
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Adventures of Rintintin ABC 7:30  
 (Lee Aaker)

Rin Tin Tin and the Ancient Mariner - with regulars & Rand Brooks, William Fawcett, Syd Saylor, George Keymas; (SD)

JACK CARSON NBC 8pm

Dennis O'Keefe, Connie Towers (S) (FROM HOLLYWOOD)

Ray Bolger ABC 8:30

Jealousy - (O) by Paul Henning, Don Johnson; with regulars & Phil Arnold, Steve Reeves; (SD)

Topper CBS 8:30

Accident - (O) by Robert Riley Crutcher; with regulars & Robert Burton, Tom Dugan, Frank Wilcox, Renny McEvoy; (SD)

Secret Files, U.S.A. WABD 8:30  
 (Robert Alda)

Mission Chopin - with Agnes Bernella, Leo de Hartogh, Jaap Penraat; (SW & SD)

THE BIG STORY NBC 9pm  
 (Norman Rose)

Jack Lotto, International News Service - (O) by Paul Monash; with John Craven, James Daly, Duncan McLeod, John Kellogg, Marian Brash, others to be announced; (SD)

THE STRANGER DuM 9pm  
 (Robert Carroll)

The Hunters - (O) by John Gay; with Anthony Ross, Margaret Barker, Lois Nettleton, Al Ramsen, Tommy Halloran; (SD)

Schlitz Playhouse CBS 9pm

Woman Expert - (O) by Thomas Walsh, (A) by George Bruce; with Howard Duff, Douglas Evans, Nancy Gates, Malcolm Atterbury, Gertrude Michael, Roy Engel, Grant Davis, Gayle Kellogg, Richard Bartell; Dir by Alvin Ganzer

The Vise ABC 9:30  
 (Ron Randall)

The Yellow Robe - with Robert Raglan, Tony Pendrill, Iris Russell, Peter Neil, Nicholas Hill; (SW & SD)

Our Miss Brooks CBS 9:30

regulars & Sid Melton, Eddie Garr, Hy Averback; (SD)

The Lineup CBS 10pm  
 (Warner Anderson)

Davis Case - (O) by Leonard Lee; with regulars & Craig Stevens, Terry Frost, Hal Baylor, Judy Nugent, Vici Raaf, Joe Duval, John Phillips, George Spaulding, Paul Keist; Dir by Thomas Carr

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY DECEMBER 10 THRU FRIDAY DECEMBER 17  
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THE MORNING SHOW CBS 7am  
 (Jack Paar)

M thru F - add regular: Jack Haskell (S) effective 12/9;  
 F (12/10) - Art Linkletter, Joey Faye (C), Burl Ives (S)

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| GARRY MOORE                            | CBS 10am   | M - Jonathan Winters (C); F - Mr. Ballantine (C-magic), Stan Freeman (M)                                                                                                                                                                                                                                                                 |
| A TIME TO LIVE                         | NBC 10:30  | M thru F - add regulars: Jackie Burkey, Fran Keegan, Charles Hulse; (SD) by Alan Beaumont; (SW, FROM CHICAGO)                                                                                                                                                                                                                            |
| VALIANT LADY                           | CBS 12N    | M thru F - Flora Campbell replaces Nancy Coleman in lead effective 12/13; Tu - Freddi Chandler; (SW & SD)                                                                                                                                                                                                                                |
| ART LINKLETTER                         | CBS 2:30   | W thru F - Jack Slattery subs as MC                                                                                                                                                                                                                                                                                                      |
| TED STEELE                             | WOR-TV 3pm | M thru F - Joe Marine, Dean Parker, Trudi Richards (all S)                                                                                                                                                                                                                                                                               |
| WORLD OF MR. SWEENEY (Charlie Ruggles) | NBC 4:30   | regulars & M: John Stephen, Harold Stone, Lisa Osten; Tu - Charles Mendick, Dulcie Cooper, Charles Egelston; W - Beverly Lunsford, Charles Saari; Thu - Carol Veazie, Dolores Bouche                                                                                                                                                     |
| MODERN ROMANCES (Martha Scott)         | NBC 4:45   | M thru F - <u>Blackmail</u> - (O) by Harry Junkin; with Staats Cotsworth, Katherine Meskill, Florence Anglin, William Johnstone                                                                                                                                                                                                          |
| MAGIC COTTAGE                          | WABD 6pm   | M thru F - Ed Holmes, Arny Freeman; (SW & SD)                                                                                                                                                                                                                                                                                            |
| DINAH SHORE                            | NBC 7:30   | Thu - Eddie Fisher (S) (FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                  |
| TONIGHT (Steve Allen)                  | NBC 11:30  | M - Richard Willis; Tu - Paul Henreid, Luba Malina (S); W - Grace Kelly & 3 members of her family, John B., Jack, Mary G. Freeman; Thu - remote from Birdland with George Shearing Quintet (M), Morris Levy (proprietor), Count Basie Orchestra, Sarah Vaughan (S), Lester Young (M), Jimmy Rushing (S); this feature dir by Mike Zeamer |

SATURDAY DECEMBER 18

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| <u>Captain Midnight</u> (Richard Webb) | CBS 11am      | <u>The Young Criminal</u> - (O) by Dane Slade; with regulars & Jack Dimond, Dick Rich, Speer Martin, Helen Brown; (SD)                                                                                                                                          |
| <u>The Range Rider</u> (Jack Mahoney)  | WRCA-TV 6:30  | <u>Let 'Er Buck</u> - (O) by Dwight Cummins; with regulars & Lois Hall, Ewing Mitchell, Harry Lauter, Dub Taylor; (SD)                                                                                                                                          |
| MAX LIEBMAN SPECTACULAR (COLOR)        | NBC 9pm       | <u>Babes in Toyland</u> - (O) by Victor Herbert, (A)-(SW); with Dennis Day (S), Jack E. Leonard (C), Bill & Cora Baird (puppets), Wally Cox (C), Dave Garroway, Bambi Linn & Red Alexander (D), A. Robbins, Jr., Karin Wolfe, Jo Sullivan (S), the Cairolis (C) |
| <u>Willy</u> (June Havoc)              | CBS 10:30     | <u>Willy and L'Affaire Paul Revere</u> - (O) by Alan Lipscomb & Bob Fisher; with regulars & Kathryn Card, Cheerio Meredith, Lucien Littlefield, Maudie Prickett, Maurice Marsac, Helen Morningstar, Alice Wellman; (SD)                                         |
| <u>The Lone Wolf</u> (Louis Hayward)   | WRCA-TV 11:15 | <u>Memo: Department Store</u> - (O) by Mindret Lord; with Jean Parker, Virginia Brissac, Walter Reed, Harry Lewis; (SD)                                                                                                                                         |

SUNDAY DECEMBER 19

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| FRONTIERS OF FAITH              | NBC 1:30 | <u>A Nickname for Igor</u> - (O) by Albert & Lois Crews; with Grant Williams, Gina Petruska, Boris Marshalov, Nelson Olmsted, Ken-ny Sharpe, Shirley Eggleston; (SD)                                                                                                                                                                                                     |
| HALMARK HALL OF FAME            | NBC 5pm  | <u>Amahl and the Night Visitors</u> - opera by Gian Carlo Menotti; with Bill McIver, Rosemary Kuhlmann, William Aiken, Leon Lish-ner, Andrew McKinley, Francis Monachino (all S); John Butler, Glen Tetley, Felicia Conde (latter 3, D); Conducted by Thomas Schippers; also Columbus Boychoir of Princeton, N.J., con-ducted by Herbert Huffman (ANNUAL CHRISTMAS SHOW) |
| OMNIBUS (Alistair Cooke)        | CBS 5pm  | <u>The Second Shepherd's Play</u> with cast to be announced; Vienna Boys Choir, Hume Cronyn & Jessica Tandy in readings                                                                                                                                                                                                                                                  |
| OPERA CAMEOS (G. Martinelli)    | DuM 7:30 | <u>Andrea Chenier</u> - Part II - with Brenda Lewis, Robert Rounse-ville, Russell Scarfeo; (SD)                                                                                                                                                                                                                                                                          |
| TOAST OF THE TOWN (Ed Sullivan) | CBS 8pm  | Olivia de Havilland, Broderick Crawford, Frank Sinatra, Gloria Grahame, Robert Mitchum, Charles Bickford (ON FILM); <u>Star of Bethlehem</u> - excerpts from film with James & Portland Mason; Patti Page (S), Julius LaRosa (S), Mata & Hari (D), Sam Leven-son (C)                                                                                                     |
| GOODYEAR TELEVISION PLAYHOUSE   | NBC 9pm  | <u>Class of '58</u> - (O) by Louis Peterson; with Jack Mullaney, Jack Warden, Jack Weston, Nehemiah Persoff, Will West, Joe Sweeney, Fred Stewart, Eli Rill, Russell Chase, Norman Feld, Carol Veazie                                                                                                                                                                    |
| Your Favorite Playhouse         | CBS 9:30 | <u>The Frame-Up</u> - (O) by Ring Lardner, (A) by John Lardner; with Jimmy Gleason, Hal Baylor, Pat Conway; Dir by Robert Aldrich                                                                                                                                                                                                                                        |
| <u>Father Knows Best</u>        | CBS 10pm | regulars & William Traylor, Wallace Ford, John Grinnage; (SW,D)                                                                                                                                                                                                                                                                                                          |

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